# THE Dublishers' Veckly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVIII NEW YORK, SEPTEMBER 6, 1930

No. 10

## Add to those

that September list, which many people have truthfully called a record breaker. Add our October and November lists which are just as strong. October 3rd brings

#### THE FOOL OF THE FAMILY

in which Margaret Kennedy continues the story of the Sanger family from *The Constant Nymph*. This book has every element for selling as fast and as long as its predecessor. Then add—

#### 4 OTHER OCTOBER LEADERS

They are: Cakes and Ale, or The Skeleton in the Cupboard, W. Somerset Maugham's footnote to Of Human Bondage, coming October 3rd, and a definite sales rival to Margaret Kennedy's book and to any other book published this Fall. On the same date, My Own Far Towers by Mathilde Eiker, and They Thought They Could Buy It, a devastating novel of that restless fever which is suburban life, by Dorothy Wal-

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worth Carman. At the same time we issue Moving Forward by Henry Ford and Samuel Crowther—in which Mr. Ford tells his best story yet—how he came back. Like the other Ford books in format—but only \$2.50 in price. All of these books offer equivalent value at lower prices. The four distinguished fiction titles are \$2.00. They'll sell at any price. They'll sell more at their new low levels. Witness Seed and The Complete Sherlock Holmes.

## DOUBLEDAY, DORAN

Garden City, N.Y.

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Joseph

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- 3. THE AMERICAN SCENE. Edited by Barrett H. Clark and Kenyon Nicholson. Here is America from New England to California, from Canada to the Gulf of Mexico, her people, her farms and cities, her mines and factories, her business, her home life, displayed through an unusual medium, that of a collection of one-act plays by the foremost dramatists. It is a book built for reading and it exemplifies the whole living drama of the nation in unique fashion. Illustrated by Arvia MacKaye. 694 pages. \$5.00
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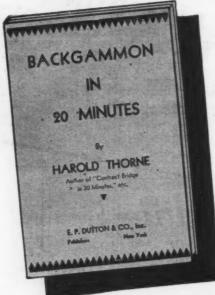
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## \$3,300 Sold



## last week

- 3,300 copies of "Backgammon in 20 Minutes," at \$1 per copy, were sold the past week in New York City, alone!
- 2. 93% of the sales on this book have been in Metropolitan New York. (See note below.)\*
- 3. Out 2 weeks—Best-seller in 2 weeks.

## BACKGAMMON IN 20 MINUTES

by HAROLD THORNE

No wonder this book sells. 20 minutes after beginning it, the reader has a thorough understanding of the game and can play it at once. That's what the fans want. They don't want to wade through new or old tomes of 100 and 200 pages with complicated diagrams, etc. They want to play, not read. This book is concise, brief, simple, yet complete, and 20 minutes after beginning it the game can be played.

Backgammon is sweeping the country. And here is the first (pub. Aug. 26) popularly priced, complete and authoritative book on

Backgammon, for beginners and experts, that gives mastery of the game in 20 minutes. Includes Chouette which is Backgammon for 6 or more players and is the gambling element of the game everyone is asking for because it adds excitement whether the play is for fun or money.

Backgammon Score Pads! Just published! The Harold Thorne Backgammon Score Pads. 25c. Doz. or more 50% discount. Simplify scoring. Essential when more than two play.

#### \*IMPORTANT NOTICE

The reason why the huge sales of these two books have been largely concentrated in New York Metropolitan Area is this:—Most books which become best sellers in this country start in New York City. The news of such books soon spreads throughout the country. As usual, out of town stores which display such books first, are the first to profit. "Backgammon in 20 Minutes" has never been shown or sold to out of town buyers and is not included in our catalogue. Send the coupon today.



Fastest Selling book on Backgammon at any price.

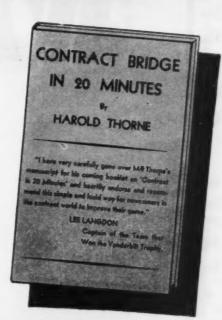
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## \$4,700 Sold

## last week

- 4,700 copies of "Contract Bridge in 20 Minutes" at \$1 per copy, were sold the past week in New York City, alone!
- 2. 89% of the sales on this book have been made in Metropolitan New York alone.
- 3. Out 5 weeks—Best-seller in 5 weeks.



## CONTRACT BRIDGE IN 20 MINUTES

by HAROLD THORNE

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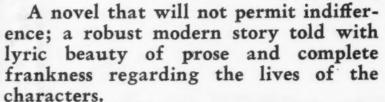
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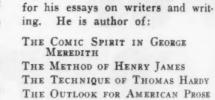
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A controversial novel, already stirring readers to discussion, and discussion, more than anything else, sends customers to the bookseller.

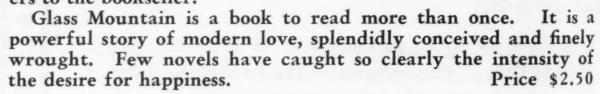


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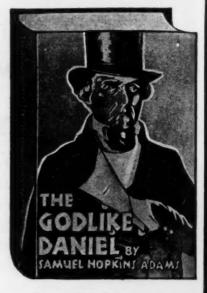
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AUTHOR OF
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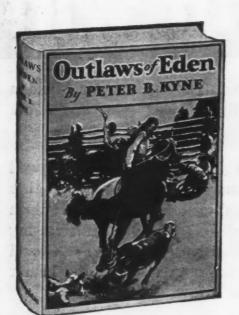
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## Quoting THE AMERICAN NEWS on September books

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## comes on the 20th



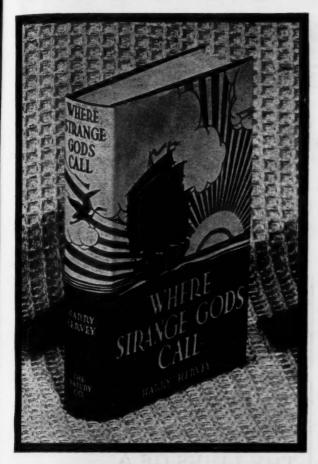
Of all the popular romancers, we believe he is destined to hold his public the longest. He knows exactly why he's read, writes accordingly, but flavors the whole with so much intelligence that the most discriminating reader doesn't feel gypped. All kinds of respect for Peter."

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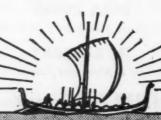
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OF A

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by CHARLES YALE HARRISON

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## The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 6, 1930

## Study Your Customers

Ruth Leigh

This Fall Miss Leigh Will Again Do Field Work for the National Association of Book Publishers, Conducting Conferences for Booksellers in a Number of Middle Western Cities

HAT proportion of your customers read detective stories? Why did Mrs. Jones or Mr. Martin suddenly stop buying at your store? Are your local study clubs ordering their books from you or elsewhere? Who gets most of the children's book business in your community? Can you explain last season's overstock of travel books?

How accurately can you answer these and other similar questions about your customers and their buying habits—actually answer them, not with hunch or guess, but with facts, figures and definite information? You are extremely fortunate if you can, because if you keep up with current business publications, you are probably noticing more frequent references to a trend in modern retailing known as "customer study." It would seem as if department stores, chain stores, and entire communities have suddenly grown aware of the basic retailing principle that stores are for customers, not customers for stores.

Never before in modern business have merchants become so keenly aware of the fact that the customer is king. Stock is bought, windows trimmed, interiors arranged, salespeople hired and fired, merchandising plans made—all with one eye on the buying public. It is because merchants frankly acknowledge today that they must run their stores from the outside in rather than from the inside out—that it

has become more necessary than ever before to have an accurate and complete close-up view of the buying public.

In the case of a bookstore, it is doubly important because booksellers depend so much for their livelihood on catering to and cultivating the trade of certain members of the community who are habitual book buyers, to say nothing of others whose buying habits if known, might successfully be appealed to. It comes down to this: there would be less overstock and fewer mark-downs in the average bookstore if, instead of buying by hunch, guesswork, or at the persuasion of publishers' salesmen, a bookseller could talk surely, confidently and with accurate data about his buying public. Certainly, there would be fewer buying mistakes, and less waste of advertising and merchandising effort.

What is meant by this business of customer study? It is merely a commonsense effort to get a closer line on your customers: what they buy, how frequently they buy, in what departments of your store they buy, and most important of all, the reason why customers stop buying in one or another section.

In stores and communities that have successfully carried on customer studies, there are two methods of procedure: One is to take a list of customers who do not buy often, or who buy in only certain sections of the store and to concentrate on

them. This would involve finding out, why, for example, if they buy stationery from you, they do not buy books. Or, it might involve going over your records, determining the customers who formerly bought books and who have stopped buying, and reestablishing contact with them.

The other plan of customer study is based on putting more selling effort on those who are already the store's most active customers. This would involve closer study and concentration of those customers' buying habits and tastes, an attempt to put all selling effort on people who buy the most books.

A small bookstore can well afford to study both groups of customers in an effort to create more business. This is a responsibility to be relegated only to the most intelligent and representative assistants in the store. If you can possibly give it your own attention, it will be worth the effort. You will be surprised how much information you can get personally, and how flattered customers will be at your indication of interest.

So far, stores and communities that have successfully conducted customer studies have established no sure-fire method of procedure. Of course, in very large stores and communities, with thousands of customers to be interviewed, it has been necessary to use questionnaires and to engage workers to conduct the survey. The small bookseller, however, will conduct his own customer study in a less pretentious way. One's attitude in undertaking a customer study is really more important than the way in which it is carried on. If you will say to yourself: "Every day for an hour or so, I am going to go over my store's customer list and get certain information about each customer, not depend upon my own memory or guess, but wherever possible, to take up the matter directly with the customer." By noting certain facts on cards (one card for each customer) it is surprisinging how much valuable information can be ob-Much of this can be done by tained. telephone, if the customer is approached in the proper way. You-or an intelligent assistant—may call up a customer and say: "Mrs. Jones, this is Mrs. Wilson of The Book Shop here in town. I am not calling up to sell you anything-merely

to get some information for a little study we are making of the book buying habits of the people in town." (Pause a moment to get the customer's reaction). "There are just one or two questions I should like to ask, if you will be good enough to answer them. You will not be obligated or annoyed in any way—we are merely trying to determine the reading tastes of our public so we can carry in stock books that the majority of people want."

The success or failure of this approach will depend entirely on how much information you can get through such a contact. As other stores have found, it is not always in direct answers to questions that you will get the most valuable information. It is often in the indirect comments of customers, personal opinions or criticisms, that you will glean your most valuable information. This is especially true if you are following up lists of customers who have stopped buying at your Mrs. Jones may tell you of an argument with an unpleasant saleswoman -vou may never have known about it. Mrs. Smith may tell you bluntly that she never finds what she wants in your store. Mrs. White may politely evade, hesitant about giving the real reason.

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All this should be carefully noted on cards and intelligently handled in the contact. It is best to get as much information as possible in such interviews—and to make no atempt to sell, argue, persuade or to convince. That can be left for the time of actual advertising or selling. All you are after in such a customer study is information that will enable you to buy stock, to run your store, and to merchandise with better results than you have been doing in the past.

It is almost impossible to list questions that will be applicable to every bookstore in every community. Naturally the questions you ask will depend on the kind of bookstore you have, the type of stock you carry and the sort of service habitually rendered. It will depend, too, on how much information you already have to start with. If you keep a record of customers' purchases or tastes, you can naturally refer to Mrs. Smith's card and note information about her. In that case, you have a good start in talking with her be-

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stocurnote you because you can say: "I know, of course, that you like detective stories" or "We've noticed your preference for biography."

What you are aiming to determine is what people want and don't want, and why they don't buy at your store. Here

are a few suggested questions that may prove helpful, although, of course, the obvious thing to do is to ask for the information you are most desirous of having:

(For customers who buy goods other than books at your store).

"We are pleased to serve you with bridge tallies and favors" (or whatever customer buys) "and we are wondering whether there is any reason why you have never visited our book department."

"Do you belong to a library or to a book club?"

"Are you attending or planning to attend any lectures, reading or study courses?"

"What are your favorite magazines?"

"In what type of book are you most interested?"

"What influences you to buy books: (a) publishers' advertisements (b) book reviews (c) recommendations of friends, leaders, lecturers, preachers?" (This is a valuable question in enabling you to determine key people in your community who influence the book tastes and habits of customers).

"Can you mention two or three books bought within the last year for your own reading?"

"Are you at all interested in children's books?"

"When you have occasion to buy books, where do you usually get them?" (A valuable question in enabling a bookstore to study forms of competition).

"What is your opinion of this store and

its service?"

YUSTOMERS and their buying habits—this is perhaps the most important subject for the bookseller to master. Merchandisers everywhere have become actively aware of a basic retailing principle, namely, that stores are for customers, not customers for stores: the customer is king. Customer study has become extremely significant. Though of course no sure-fire method of procedure can be outlined, Miss Leigh here suggests ways and means by which the small bookstore might go about making such a study. Much of it may be done by telephone, with the bookseller simply stating the object of his call, e.g., his study of the book buying habits of the people in town, and then asking carefully prepared

questions.

"What type of books would you like to see this store carry —books that would appeal most to you?"

These questions are neither complete nor inclusive, and are given here merely to illustrate the type of information you can get from customers to help you buy stock and to merchandise more effectively. If you frame a questionnaire of, say, ten or twelve questions, it may not be possible to ask them over the telephone. In that case, you can have someone in your store call at the homes of these customers to interview them personally. Such visits are bound to be productive of much useful

information. The thing to make clear is that this is a customer study, not a selling campaign—and to be sure that neither questions nor the attitude of the interviewer suggest any attempt to sell. This will quickly disarm people, and you will

find them more willing to talk.

Whether you go about this customer study on a large scale, by means of questionnaires, or on a smaller scale, with personal interviews and telephone conversations, the important thing is to understand why such a study is desirable. The customer is king these days—and the more you know about her habits and tastes, the better.

## Some They Can't Resist

Alice Hackett

A First Examination of the New Fall Announcements Gives Good Promise of Business

OME books cannot be resisted. The booklover has his favorite authors whose new books he must have and his favorite subjects which are always welcome in new books. It is such irresistible appeal that makes it possible for the dealer to write advance orders which can be counted on to swell sales when publication dates come along.

Do you know your customers' tastes? Is your card index ready? How many



Commander Richard E. Byrd

have a favorite author or authoress, whose books they always buy? Do you know whether these authors have new books that will be published during the next few months? Surely the promise of a new love story by her favorite romancer will lure Mrs. Smith back to the shop again, or advance notice of a new volume on world politics will be a magnet to Pro-

fessor Brown. Mr. Jones is always anxious for a new one featuring his favorite sleuth, and his next door neighbor, Mr. White, will buy any new biography of unusual interest. Someone else you remember is interested in any kind of adventure-travel book. Telling all these people about the books, which will especially interest them, that are coming out during September, October and November, will result in advance sales. Orders taken now will be a guide to buying. Many of the customers you write to will come to look at the books after you have them in your store, and in the minds of all, you will at least, have planted a seed that will result in sales. This result of our own first survey of the publishers' fall lists pretends to cover only the high spots, the books for which sales have been prepared by the success of previous books.

Among the non-fiction books which are sure to be eagerly awaited and for which advance orders can be secured, the one which is probably being most looked forward to is "Little America" by Rear-Admiral Richard E. Byrd (Putnam). Its name speaks for itself. It will be published in October. Eagerly expected, too, is the third volume of Mark Sullivan's "Our Times" books, called "Pre-War America" (Scribner). No one who has the first two volumes will want to miss the third.

Hilaire Belloc's biography of Richelieu increased that writer's popularity in this country. Now he has chosen to write about the most famous English Cardinal, "Wolsey" (Lippincott). Perhaps Hackett's "Henry VIII" started the interest in this period. In October, René Fülöp-Miller, author of "Rasputin" will appear again, as the author of "The Unknown Tolstoi," a volume that will include a hitherto unpublished Tolstoi play (Dial).

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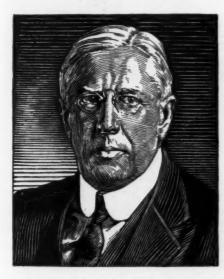
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Also in October comes "R. v. R." by Hendrik Willem Van Loon (Liveright). It is the imaginary diary of an intimate of Rembrandt, and paints a picture of the great artist in seventeenth century Amsterdam.

Other volumes for the lover of biography range all the way from Stuart England to Volstead Chicago. David Loth, author of "Lorenzo the Magnificent" has written "Royal Charles: Ruler and Rake," due on October 20th (Brentano's). The author of "Fabulous New Orleans," Lyle Saxon, has written a biography of "Lafitte the Pirate" that will be published four days later (Century). Mid-September is the date set for "Capone, The Biography of a Self Made Man," by Fred Pasley (Washburn).

Books which may be roughly grouped under modern politics always make their appeal to the men of affairs. Now come such varied books written from such different viewpoints, that each buyer of books on current history will be satisfied. One that many customers are awaiting will be Sir Philip Gibbs' "Since Then." Don't forget that Sir Philip was the author of one of the best known war books, "Now It Can Be Told." Now he pictures the post-war world, and the sub-title of his



Mark Sullivan

book is "The Disturbing Story of the World at Peace" (Harper). Simultaneously published in France, England and the United States on November 2nd is "The United States of Europe" by ex-Premier Herriot of France (Viking). "Mahatma Gandhi's Ideas" sold well.

Today his name is in every day's news. His autobiography should be assured of an even greater sale. It is to be called "Mahatma Gandhi: His Own Story" (Macmillan). Romain Rolland has called his story of the extraordinary lives of two other great Indian leaders, "Prophets of



Louis Bromfield

New India" (Boni). A promising book of personal reminiscence about Russia is "Education of a Princess" by Marie, Grand Duchess of Russia, one of the last surviving Romanoffs, a cousin of the ill-fated little prince (Sept. 19, Viking). Turning to the United States, George Wharton Pepper writes his reminiscences while "In the Senate" (Oct., Univ. of Pa.) and eleven southerners, including John Gould Fletcher, Allen Tate, and Stark Young, take their stand against machine civilization ("I'll Take My Stand," Harper).

Several authors of recent best seller fame have new books for the new season whose publication will bring buyers to the shops. "Memories and Vagaries" by Dr. Axel Munthe, author of "The Story of San Michele," the surprise book of the year, will be published soon (Dutton). Bertrand Russell's new book is "The Conquest of Happiness" (Oct., Liveright). William Bolitho, author of "Twelve Against the Gods," died on June 2nd. His "Last Essays" will appear in November (Simon & Schuster). In "Nonsuch: Land



John Masefield

of Water" William Beebe tells of his discoveries of land life and sea life in and near an island off the coast of Bermuda, where he established a record of deep-sea div-

ing. In a unique steel sphere he went down nearly five times farther than anyone had ever been before (Oct., Putnam).

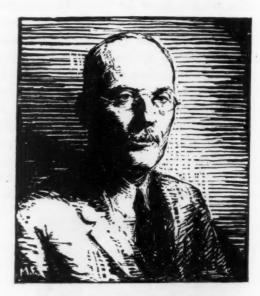
Outstanding literary personalities always have their staunch adherents. Among the welcome new books that people will want promptly on publication are "Dawn," the third volume in Theodore Dreiser's autobiography (Oct., Liveright); "Everyman Remembers," literary reminiscences by Ernest Rhys, for many years editor of the Everyman's Library series (Oct., Cosmopolitan); and, all from Houghton Mifflin, "The Life and Letters of Charles W. Eliot," who was, for forty years, President of Harvard, by Henry James, the son of William James; "Emily Dickinson: Notes and Reminiscences" by Martha Dickinson Bianchi, including about 150 hitherto un-published letters; and "The Letters of Henry Adams, 1858-1891."

A number of other books of non-fiction that can be effectively sold by advance announcements either because of the reputa-



Dorothy Canfield

tion or personality of the author, or for subject matter, or both, come to light on the first reading of fall lists. Some of these might come under the category of travel. There's "N. by E." by Rockwell Kent, which contains, besides his drawings, the story of his voyage to the shores of Greenland (Nov., Putnam); "Beggars Abroad" by Jim Tully (Sept. 19, Doubleday); "A Tourist in Spite of Himself" by A. Edward Newton (Sept. 26, Little, B.); "A Bachelor Abroad" by Evelyn Waugh, author of "Vile Bodies" (Oct., Cape & S.), and "Adventures in the African Jungle" by Carl E. and Mary L. Jobe Akeley (Oct., Dodd, M.). Cornelius Weygandt's "The Red Hills" was a good seller, especially in Pennsylvania. He has another volume of essays coming in Novem-



Edward Arlington Robinson

ber, "The Wissahickon Hills" (Univ. of Pa.). Humanism is still a subject for debate. In "The Critique of Humanism," a symposium edited by C. Hartley Grattan, Edmund Wilson, Burton Rascoe, Allen Tate, Lewis Mumford, and others, examine humanism (Brewer & W.). Notes and comments by Havelock Ellis, which were originally published in three separate volumes, imported from England in small editions, form a volume, "The Fountain of Life," which some consider better than his "The Dance of Life" (Houghton). "Everybody's Boswell," to appear in October, is uniform with "Everybody's Pepys," also with the illustrations of E. H. Shepard (Harcourt). "The Second Twenty Years

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at Hull House" bring Jane Addams' great story of her life work down to the present (Oct., Macmillan).

Good news for Saki devotees! "The Short Stories of Saki" will be published on October 4th. This is an omnibus book, containing five separate volumes in one, all at \$3. They would ordinarily cost \$8.75 for all (Viking). "The American Caravan" (Macaulay) will have a companion, this year, "The European Caravan," an anthology of the new spirit in European literature, edited by Samuel Putnam (Brewer & W.).

The seventeenth cross-word puzzle book will be ready in November (Simon & S.). The bookshops must have the devotees listed by this time.

"Big" novels are legion. Publishers' lists contain the names of authors, who have already achieved a sure following, and whose new works are sure to please their particular audiences. Which ones will please all, and head the best sellers, remains to be seen, but here are some good candidates. "Twenty-four Hours," Louis Bromfield's first novel in more than two



G. B. Stern

years, begins at a Sutton Place dinner one evening and ends at a Murray Hill tea the next day. The past is reviewed in the thoughts of the characters, but, to each of them, this happens also to be a day of crucial events in their lives (Sept. 5,



Raphael Sabatini

"The Deepening Stream" by Stokes). Dorothy Canfield, which is promised for October is that author's first novel since 1926. Send the word to all lovers of the best American fiction. It is the story of one woman's developing character. The scenes are war-time Paris and college towns in America (Harcourt). Who doesn't want to hear of the Sanger family again as Margaret Kennedy will tell it in her book to be called "The Fool of the Family" (Doubleday)? Booth Tarkington's story of Maine folk and summer visitors is "Mirthful Haven," a novel with a heroine whom the publishers compare to Alice Adams (Sept. 19, Doubleday). Another New England story of assured demand is "Blowing Clear" by Joseph C. Lincoln (Appleton). "Philippa" by Anne Douglas Sedgwick heads the Houghton Mifflin fic-

Two important European novels coming from the Viking Press can be assuredly counted on for advance orders. The first one on October 18th is "Success" by Lion Feuchtwanger, author of "Power" and "The Ugly Duchess." The scene is postwar Munich. It is his first novel of modern times, but, in his writing, he has given the impression that he is a writer of the future looking back on the past. On November 2nd, "Claudia" will be ready. This is a modern love story, entirely different in mood and style from Arnold Zweig's

"The Case of Sergeant Grischa." Another awaited novel with a European setting, but by an English author, is "Mosaic" by G. B. Stern. Like "The Matriarch," it presents a panorama of a Jewish family from 1860 to the present (Oct. 10,

Knopf).

Lorna Rea's "Six Mrs. Greenes" had such success that "Rachel Moon" (Harper) is awaited by many. Among other English novels that will be bought even before the reviews will certainly be Francis Brett Young's "The Redlakes," a huge canvas of English life, from the county aristocracy to the empire-builders in Africa (Harper). W. Somerset Maugham tells the story of an English man of letters and the skeleton in his cupboard in "Cakes and Ale" (Oct. 3, Doubleday). Arnold Bennett has "Imperial Palace" (Nov. 14, Doubleday). An author with a loyal following that grew up all by itself is E. H. Young, whose "Miss Mole" will be ready this month. Siegfried Sassoon continues his "Memoirs of a Fox-Hunting Man," though "The Memoirs of an Infantry Officer" is an independent story in itself (Oct., Coward McC.). The author of "Kept' and "Hot Countries," Alec Waugh, writes about two modern London girls in "Sir! She Said" (Farrar & R.).

One English woman novelist lays her story on this side of the Atlantic. In "Staying with Relations" by Rose Macaulay, a woman novelist and student of character, goes to stay with her American uncle and his family in a villa built on the ruins of an ancient Maya palace in a forest in Guatemala—where some astonishing situations subsequently develop (Oct., Liveright). John R. Oliver, author of "Foursquare" and "Victim and Victor," has written a story of American and French Canadians called "Rock and Sand," which will be ready in October (Macmillan).

"Festival" is Struthers Burt's first novel in three years. It is a story of modern society (Scribner). Other new books of favorite authors who write about America, are "The Waters Under the Earth" by Martha Ostenso (Oct., Dodd, M.), and "The Life of John Mistletoe," an autobiographical novel by Christopher Morley (Nov. 14, Doubleday). Especially recommended for lovers of romance are "Storm Drift" by Ethel M. Dell (Oct., Putnam); "The Lucky Lawrences" by Kathleen Nor-

ris (Sept. 26, Doubleday); "What Mad Pursuit?" by Jessie Douglas Fox, author of "Rain Before Seven" (Brewer & W.); "Dance Night" by Dawn Powell (Farrar & R.); "Make-Believe" by Faith Baldwin (Sept., Dodd, M.); "The Shorn Lamb" by William J. Locke (Sept., Dodd, M.); "All the King's Horses" by Margaret Widdemer (Nov., Farrar & R.); "Outlaws of Eden" by Peter B. Kyne (Sept., Cosmopolitan); and "The Gold Shoe" by Grace Livingston Hill (Lippincott).

Who are your customers' favorite detectives? M. Poirot? Tell them "The Murder at the Vicarage" by Agatha Christie, is coming in October (Dodd, M.). Sir "Strong Poison" by Peter Wimsey? Dorothy L. Sayers will soon be ready (Brewer & W.). Do they prefer Oppenheim heroes? The next will be Sir Jasper Slane, a gentleman detective, appearing in "Slane's Long Shots," ready in November (Little, B.). "The Black Circle" brought Mansfield Scott's style of adventurous action into favor with many. In October his new one, "The Sportsman-Detective" will be here (Clode).

Have you customers who rejoice in the return of historical romance? Here are titles by some very popular authors including "The Duel of Queens," a story of Mary, Queen of Scots, and Elizabeth by E. Barrington (Sept., Doubleday); "The King's Minion" by Rafael Sabatini, a story about Robert Carr and the Countess of Essex (Houghton); and "Over the Hills," by Jeffrey Farnol, a novel laid in the time of the Jacobite uprisings (Nov., Little, B.).

Here are new volumes of short stories by well-known authors: "Certain People" by Edith Wharton (Appleton); "Bridal Pond" by Zona Gale (Oct. 10, Knopf); "On Forsyte 'Change" by John Galsworthy (Scribner); and "Tales Told by

Simpson," by May Sinclair.

Poetry is bought on publication for present joy and collecting value. Poetry of importance comes from Macmillan with Edwin Arlington Robinson's new narrative poem, "The Glory of the Nightingales" in October and poems of the sea, entitled, "The Wanderer of Liverpool" by John Masefield, new Poet Laureate of England, in September. From Knopf on September 19th will come new poems of American life by John V. A. Weaver, "Turning Point."

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## Founds the "Whittlesey House"

Announcing a New Development of the McGraw-Hill Book Company in "Whittlesey House," Organized for the Purpose of Publishing Trade Books. Guy Holt, Formerly of the John Day Company, Will Be in Charge of the New Program.

HE McGraw-Hill Company with broad experience in the scientific field now enters trade publishing. With the fall season, a new imprint appears on a strong list of books in the field of general publishing—the Whittlesey House with the address of 370 Seventh Avenue. This is the name which has been adopted by McGraw-Hill Book Company in entering the field of general trade publishing. The President of the McGraw-Hill Book Co., of which the Whittlesey House becomes a part, is Martin M. Foss, one of the directors of the National Association of Book Publishers, and twenty years ago connected with the publishing department of the Baker and Taylor Company. Mr. Foss has built up a book business which is a worthy part of the great Mc-Graw-Hill periodical interests. The trade program will be in charge of Guy Holt. Mr. Holt began his publishing career in 1909 with Doubleday, Page & Co., at first with World's Work and later at Doubleday's first bookshop in the Penn Terminal. In 1914 he joined the staff of Robert M. McBride & Co., as associate editor, later managing editor of Lippincott's Magazine. Upon the discontinuance of the magazine he took charge of book sales and the editorial department and from 1917 was secretary of the Company. It was in 1926 that he became one of the four partners to launch the new firm of The John Day Co., which business he has left to take up this new responsibility.

The McGraw-Hill Book Co.'s interests have for twenty years been restricted to technical publications and the list has increased to 1500 books, over 100 new titles every year. The imprint is known and respected wherever technical, scientific or business literature is read. in order to differentiate between these new activities and its more technical publications, the company is using the title of

"Whittlesey House," deriving this name from the late Curtis E. Whittlesey, for many years treasurer of one of the founder companies, whose association with the Mc-Graw-Hill interests is thus commemorated.

The Whittlesey House list includes a wide variety of subjects according to the twenty books just announced, and among them appear many distinguished names such as Harlow Shapley, the distinguished professor of astronomy of Harvard University who is represented by "Flights From Chaos." The book is based on a series of lectures recently delivered at the College of the City of New York. From the same field of science comes "Man and The Stars" by Harlan True Stetson, director of the Perkins Observatory. Geology is represented by "African Wanderings of a Geologist" by Bailey Willis of the Carnegie Institute of Washington; anthropology by "Children Who Run On All Fours" by Ales Hrdlicka. According to the other titles in the list the fields of economics, psychology, biology, diplomacy, history, architecture, market speculation are represented and there are three books on aviation, among them Magoun and Hodgins "A History of Aircraft," are included.

The Whittlesey House and its activities will not change the main interests of the McGraw-Hill Book Company, so firmly entrenched in the technical and scientific field, but is rather a logical extension of them into the field of general literature. Its publications will be popular in tone in that they will be addressed to the lay public, but they will maintain the same high standard of excellence which marks the McGraw-Hill technical publications. Fiction and other books of pure entertainment are not contemplated as part of the list of Whittlesey House, which will concentrate on books within the field of hu-

man knowledge.

# THE Dublishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

Published by the R. R. BOWKER Co. 62 West 45th Street, New York City

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September 6, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

#### Fine Books on Tour

O STORY of the rapid increase in the interest in fine printing and bookmaking in America would be complete without reference to the systematic work done in this cause by the American Institute of Graphic Arts, whose exhibits are again traveling throughout the country on the schedule that is printed herewith. The Institute has had before it two objectives, to stimulate and encourage those engaged in the graphic arts and simultaneously to increase the public interest in the graphic arts by traveling exhibits. Its work is chiefly associated with books, but also covers commercial printing and prints, and each library or institution that holds the exhibit has to provide a suitable exhibit room for its display, arrange an opening lecture for which slides are provided, and have available at the time of the exhibit copies of the catalog which are provided so that those who become interested in the book can find out the names of the designers, illustrators as well as the publisher and the price. There are always as many books of unlimited trade editions as there are books in special editions, and every type

of book gets consideration from the juries.

The expense of all this effective promotion is paid for out of the dues of the Institute, whose membership includes about 500 who have a definite record indicative of constructive interest in the graphic arts, supplemented by about 100 supporting members, including publishers, paper makers, engraving firms and others whose business gives them an interest in seeing and encouraging this growth of public interest in the subject.

#### Mr. Cheney Takes Up His Task

ITH this month a definite relationship between O. H. Cheney, until recently Vice President of the Irving Trust Company, and the National Association of Book Publishers and associated industries for which he is beginning a survey of the book industry, has begun. Reports are to be made to the supporting groups from time to time.

With a problem as fundamental as this, it cannot be expected that there will be early reports, but the whole trade will be interested to give any help it can and will

await the findings with interest.

"The survey," as Mr. Cheney has stated, "will be started without any preconceived ideas and will proceed to discover what facts it can without bias. It is not planned to fight anyone or anything except those economic conditions and practices which hamper author, publisher, manufacturer and retailer alike. Each industry is suffering from such uneconomic conditions and practices. An important purpose will be to draw together in effective cooperation all branches of the industry. The problems to be studied are mutual problems to be seen from the viewpoint of the whole industry. The survey will become a kind of focal point for both discussion and action of all kinds, particularly on those trade practices which affect the relation between the different branches. It is hoped that the survey may discover the economic media by which as many good books as possible can be made available to as many readers as possible. This can only be accomplished when practices are economically sound and conditions stable and everyone from author to bookseller receives a fair return for his contribution.'

#### The Fiction Supply

N seven months 800 volumes of new titles of fiction have been published in the United States and 425 reprints. This is slightly fewer than last year but more than in previous years. The fiction classification is by far the largest in the business. The output in a year runs to a total of 1340 new titles and 802 new These same seven months in editions. England have produced 2,739 new titles and 1,524 reprints. The relation of new titles to reprints is about the same as in this country, about two to one. In this period the United States has published approximately 30% as much new fiction as has England and about 28% as many fiction reprints. With the increase of rental libraries, the American output seems to be adequate to supply the market, but it leaves the American trade wondering what would happen here if the number of new titles were tripled as in England.

#### Still More Exploration

HE sky is full of airplanes, many of them taking exciting voyages like L that of Captain Gronau, who has just come into New York harbor after a ten days' flight via List, Faroe Island, Reykjavik, Ivigtut, Cartwright Bay, Queensport and Halifax, or Captain Dieudonne Coste and Maurice Bellonte who have just made a record flight from Paris to New York. If an account of such a vovage did not make a newspaper reader want to have a new atlas or a new globe, it would be surprising, indeed. But there is evidence that these far-flung voyages have increased the sale of globes in bookstores, and, while the voyagers are busy and as schools are about to open, there is an excellent chance for bookstores to specialize a little on globes and take advantage of their display quality, as they do attract attention.

#### New Religious Book Catalog

"Selected Religious Books, 1930" will be published from the office of Publishers' Weekly. It is a catalog of new religious books for the most part, with a few important titles from other years and a selection of Bibles and commentaries on the Bible.

This thirty-two page booklist has been made at the request of and with the cooperation of the Religious Book Group of the National Association of Book Publishers. It is offered to the trade in imprint quantity lots at \$15.00 per thousand, or \$2.50 per hundred copies. These copies are supplied with mailing envelopes. It is the hope of all concerned in the making of the catalog that the general booktrade will be interested enough to distribute this list to the religious people of their communities in an effort to get new and increased business this fall.

#### Outlets by Price

N commenting recently on the outlets for cheap books the Publishers' Weekly pointed out the fact that the reason many books were sold at ten cents was that a definite retail outlet existed for a book at that price, and that books at twenty-five cents would begin to be more widely produced when some large retail system was ready to distribute in quantity at that fixed price. The International Fiction Library of Cleveland is now developing this market, made more possible by the increase in the number of ten cent stores which have extended their range of prices upward to 25c., and 5oc. Kress and Kresge are now selling a great many books at the twenty-five cent figure. They are largely reprints of books that have not been used for the higher priced reprints. A recent visit to one of the Kresge stores shows fiction by Jack London, Rudyard Kipling, Edgar Wallace, (present works in every series from ten cents to two dollars), Hamilton Drummond, Cecil Adair, etc. The books are bound in cloth, reasonably well printed and with attractive colored packets.

#### SEPTEMBER 20TH

#### FALL ANNOUNCEMENT NUMBER

of PUBLISHERS WEEKLY

The complete picture of the season's output. An invaluable tool for the fall business.

9000 copies distributed Extra copies, cloth \$1.00

## When Shipping by Water Freight

The Importance of Marine Insurance Should Be Understood By Publishers in the East and Booksellers on the Coast

#### Harrison Leussler

Chairman, Book Consolidation Group Western Traffic Conference.

ARINE insurance is really transportation insurance, and certain important facts should be thoroughly understood by all shippers and consignees, for the proper protection of their interests.

A person unacquainted with shipping, considers a steamship line much the same as a railroad system. While both are carriers of freight, there is a great difference between their liabilities. The railroad solicits freight assuming the responsibility of delivery in good condition. With the steamship line, each voyage is considered a separate venture. The shipowner agrees to carry the cargo and deliver it in good condition, under certain conditions, which are stated in the Bill of Lading. Many merchants who are regular users of water transportation have never read these conditions. The conditions are a direct liability on their business, which should be protected by Marine insurance. Responsible steamship lines make every effort to protect their ships and cargoes, but there are times when situations occur outside the province of human regulation, and at these times Marine insurance is a necessity.

Shipowners have no control over "the Acts of God," the perils of sea and other waters, the acts of governments, etc. The conditions of the Bill of Lading relieves them of any responsibility in these respects, and shipper and consignee accept these conditions when the papers are signed. Marine losses on merchandise are divided into two classes: Particular Average, and General Average. Fires are accidental and happen regardless of precautions taken. Collision and stranding of vessels are accidental, but all of these happenings have a relation to shipowner and merchant.

The careful merchant and shipper ordinarily insure shipments either on an open

policy, a blanket policy or on the Bill of Lading. He thus protects himself not only against fire or other loss of goods, but he actually transfers his liability to an underwriter, for when he ships his goods in the vessel he takes part in the venture and assumes a part of the common liability of all concerned.

The practice of General Average dates back to very early times, and antedates by many centuries Marine insurance as practiced today. The date of origin is unknown, but it is known that the principles were incorporated in the Rhodian Law about 1000 B. C. In the old days of Mediterranean commerce it was the custom for merchants to accompany their goods on the ships. When, during a storm, it was necessary to lighten the ship by throwing overboard a part of the cargo, there would naturally arise a discussion just whose cargo should be thrown overboard. The discussion would develop an agreement that if the goods of one were thrown overboard to save the ship and balance of the cargo, the others would participate in the loss. Thus was the principle of General Average, long before insurance was ever thought of.

As an actual example of General Average procedure, we can take a vessel that has caught fire. In order to extinguish the fire, water must be used. The excess of water damages the cargo in the vicinity of the fire. If allowed to burn, the fire would destroy vessel and cargo. The entire venture is endangered, vessel, cargo and freight money. The prepaid freight money is considered part of the cargo. The ship then makes a declaration of General Average, for the reason that the ship is usually the interest that makes the primary expenditure,—that is the sacrifice. After a declaration is made, Average Adjusters, who act as agents, collect the assessments from each

consignee. The amount of damage is determined by surveyors, and the value of the vessel, cargo and collect freight money is determined. The Adjuster then sends to each consignee an Average Agreement, which must be signed and returned before

he can issue a permit to the vessel for delivery of the shipment. This Average Agreement contains a bond, on which the consignee agrees to the conditions of the settlement of the General Average, to declare the true invoice value of his shipment and with the agreement he must

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agreement he must either post the bond of the insurance company, or if not insured send a cash deposit to cover the amount of the assessment. He must also send a certified copy of his invoices, showing original cost less all discounts. To arrive at the invoice value at destination, he should figure it at cost plus prepaid freight plus 10%, if the freight has been prepaid. If freight is collect, the invoice value would be cost plus 10%, for in this case the collect freight money is part of the value of the collect freight money belonging to the vessel. The 10% is figured as the increased value of the shipment over the value at the point of origin. The settlement of a General Average requires time and patience. Those who neglected to insure cannot see the justice in the assessment. Their goods were not damaged, so why should they pay a good portion of their money before they can get their property. But like taxes, they must pay. Shipments go to all parts of the world, and the Agreement must be signed by consignees scattered in many ports. It often takes three years before settlement is made complete. First estimates are generally liberal and if found greater than needed, the balance is returned to consignees in due portions. The money collected is used to pay the cost of repairs, the loss or damage to cargo and expenses incurred. Therefore the consignee carrying no insurance and whose shipment has been lost or damaged receives his value less his share of the assessment.

Particular Average is the second type of loss that should be considered by all. This loss refers to accidents to cargo, or damage to, a particular interest, as the ship alone or the cargo alone. An illustration of Particular Average is the actual burning of

THE booktrade on the Pacific

lem of transportation costs and the

low rate possible on water freight is

sending much of the heavy shipping

that way. If water is used to obtain

economy, water insurance must be

understood by both publisher and

bookseller.

Coast has the ever-present prob-

goods, while merchandise damaged by water and steam in putting out the fire is General Average. Particular Average losses are very important, since they exceed all other types of losses, in the number of claims presented.

Merchants who are constantly making

water freight shipments protect themselves, by having either open policies, or blanket policies. J. F. Beede, of Johnson & Higgins, Seattle, Washington, one of the most competent Marine insurance authorities on the Pacific Coast, recommends that members of the Book Consolidation Group and all others, who use Marine transportation, should in justice to themselves cover their shipments on an open policy, instead of depending on others to insure on the Bill of Lading. The open policy premium is based on the actual amount of cargo actually shipped. The insured enters every shipment on a record that is sent monthly to the insurance broker who issued the policy. Payment is made for the actual shipments covered. The blanket policy premium is a lump sum on the estimated tonnage for the life of the policy.

A large number of booksellers and others depend on insurance issued on the Bill of Lading at the time of shipment. The coverage on this type of insurance is uncertain, for there are many conditions entering into policies. The open policy of the steamship line may only cover the shipment while on the vessel, while it is advisable to protect your shipment from warehouse to warehouse. Then again many booksellers and others neglect, when placing orders, to request salesmen to "insure on Bill of Lading." They keep no record in their files that this request has been made. Persons doing business should not leave to others the responsibility of protecting their busi-

ness. The request to "insure on Bill of Lading" is asking for a service which is in most cases granted as a part of business requirements, but there might be a question of liability on the part of the shipper when the insurance is not placed on the Bill of Lading. Then again the mere notation "Insure on Bill of Lading" does not specify what protection is wanted. The shipping clerk at the publishers is just as apt to place the cheapest coverage on the shipment by using the "Free of Particular Average" policy, which means that the insurance company is not obliged to pay loss unless the vessel is stranded, sunk, burned or in collision, and unless the clause in the policy reads "free of particular average unless the vessel is stranded, sunk, burned or in collision only,—that would include loss by stranding, sinking, burning or collision only, but including total loss. "With Average" insurance means that in addition to stranding, sinking or burning or collision,—the loss by heavy weather is paid if it amounts to a percentage on cargo, say of 3% on five packages in order of invoice or on each package. It stands to reason that this type is more desirable and as the additional cost is only 5 cents over the FPA, it should be used in preference.

Booksellers and others shipping via water should by all means protect against the liability of General Average. In case of accident they are liable up to 100% of their invoice value. There are many cases of 50% and some as high as 80%. Unless a total loss is declared general average is

the means of settlement.

The safest protection is to arrange with

a broker for an open policy that covers shipments from the time the shipment leaves the shipper's place of business until delivery is completed. Your responsibility begins with the delivery to the trucking company and does not end until the goods are in your possession. As much attention should be given to the recording of shipments as is given to bookkeeping. To repeat a previous statement. As far as Marine insurance goes, in relation to a general or particular average assessment, the placing of insurance transfers your liability to an underwriter. The expense is slight, in the case of a small shipper protection for \$10,000 would only amount to about \$35.00 per year, yet if a single shipment with a value of \$200.00 should be caught in a General Average assessment, of 25%, \$50.00 would have to be paid, out of profits, when for 75 cents the insurance company would have paid the assessment.

In order to arrive at a proper valuation of a shipment to the consignee, when the shipment is prepaid by the shipper the value is figured as costs plus prepaid freight, plus 10%. If shipment is made collect the value would be cost plus 10%. Under either of these valuations the consignee is fully protected, provided "With Average"

insurance is placed.

If the open policy is not practical, and there is no reason why it should not be, and the insurance is placed on the Bill of Lading, it is advisable to specify the best type by using instead of Insure on Bill of Lading the following: "INSURE ON BILL OF LADING WITH AVERAGE."

Two weeks from today

FALL ANNOUNCEMENT NUMBER OF PUBLISHERS' WEEKLY

The complete picture of fall possibilities for the American booktrade



### The Latest in Bookshop Fixtures

An article in the Publishers' Weekly of August 16th on the new terminal bookshop of Fred Harvey at Cleveland attracted considerable attention because of the new ideas in display fixtures. These new photographs give clear views of the Harvey plan. Displays both above and below the ledge: strong light from ceiling to floor: stock drawers behind lower book racks which pull out on smooth rollers. The warm, friendly atmosphere cannot be indicated in black and white



### Dutton Full Page Paid

HE analysis of the Dutton Fourth of July advertising campaign just completed indicates that a newspaper campaign involving as expensive a feature as a full page in the New York Times can be used profitably in selling The Dutton campaign was an effort to capitalize the public interest in the holiday for the purpose of selling books by suggesting them as a necessary item of holiday and vacation equipment. For a week preceding the Fourth small ads were placed in the news sections of two morning and one evening papers. The ads were placed in the news sections to catch the attention of readers who do not read the book pages. On July 2nd, a full page was placed in the *Times* with the caption "New York Is Going Away Tomorrow." Two books, "The Story of San Michele" and "The Selbys" were featured and the ad listed titles representing the complete Dutton list, including mysteries and Everyman's Library. At the bottom of the ad the reader was directed to any one of thirty-six bookstores with the address and phone number of each listed.

Bookstores were notified of the campaign

before it was launched and asked to cooperate in having titles stocked. Before the run of small lead ads was complete, the advance sale of titles featured amounted to more than \$3,000, or more than enough gross to pay for the campaign which reached a total cost of \$2,000. Every title featured showed an increased sale. Within two weeks the gross resulting directly from the ad reached \$11,000. During the month "The Story of San Michele" and "The Selbys" each went up two places on the best seller list. The impetus given several of the books is still being felt after two months.

In studying the results of the campaign fourteen bookstores were interviewed, 67 percent of them saw the full page ad in the Times, and 56% of them attempted to tie up with it. 44% attributed increased business to the campaign, 40% were uncertain and 17% experienced no effect. 29% of the business obtained was through phone calls, 21% was by mail and 50% at the store. On the sale of the titles featured, 47% were certain of an increase, 23% saw no difference and 30% of them were uncertain.

### In the Bookmarket

pears in the current issue of the New Adelphi, English periodical. This number of the magazine is practically a collector's item, for the original and heretofore unpublished Lawrence writings include his last Essay and nine letters to Katherine Mansfield, famous short story writer. John Middleton Murry is the publisher of the New Adelphi. On September first the magazine became a monthly. Previously it was published four times a year.

The Illustrated Daily News of Los Angeles, the successful morning tabloid newspaper of Southern California, has decided to use its organization for activities in the book field. Announcement is made that F. G. Browne, long known in the book world, has been engaged as man-

ager of a Book Department of *The News* and that a serious programme has been inaugurated for the production of a line of original publications of general appeal.



Illustrations by the author from Cami's "The Son of the Three Musketeers," Farrar & Rinehart. Cami is the most famous of the French humorists. The book has an introduction by Herbert Gorman.



Mr. Browne has a record of success behind him as the manager of the publishing activities of A. C. McClurg & Co., in the years when that firm was noted for its beautiful books, particularly in fiction, and later as a member of the Rand, McNally organization in charge of many of their important printing and publishing enterprises.

According to the figures of the Federal Reserve Board, department store sales for July were 10 per cent smaller than for July, 1929. This report is the total from 634 stores in 265 cities. The sales for the first 7 months of the year were 5% less than for 1929.

An omnibus book of detective stories is to be the first result of the taking over by Farrar and Rinehart of all the books of Mary Roberts Rinehart. "The Mystery of Lower Ten" and four or five others will be gathered into one book for publication this winter.

Publication of the complete letters of Sacco and Vanzetti was recently arranged for in French translation by a French publisher, and German publication is also in prospect. The Paris Herald has just published an editorial retracting the position it took a year ago that the letters were not authentic. On August 22, a memorial meeting was held in Union Square, New York City. "The Letters of Sacco and Vanzetti" are published here by the Viking Press.

Coward-McCann announce that no further distribution will be made of "F-l-a-s-h-D13: The Inside Story of the Imperial Secret Service." They say that when they bought it last spring they did so in good faith, but they have since had information that has convinced them that the book is not genuine.

Louise Rice, author of Macaulay's mysstery "By Whose Hand?" to be published in December, is a famous graphologist, employed by police departments throughout the country on puzzling murder cases. Graphology plays an important part in the plot.

Dutton's are publishing a new and revised edition of Ethel Peysers's "Cheating the Junk Pile." Because of the demands for it, Doubleday is reissuing "The Reptile Book" by Raymond L. Ditmars. It will be all dressed up in a new jacket, and will appear about September 15th.

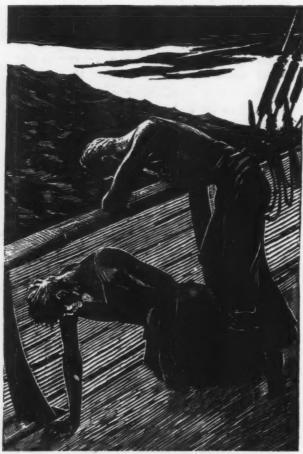
Heineman, the English publishers of Thomas Wolfe's "Look Homeward, Angel" report the sale of 1000 copies every four days.

"Dark Star," Lorna Moon's first and only novel, will be made into a motion picture. Marie Dressler of "Anna Christie" cinema fame is to have the role of Divot Meg.

Elmer Davis has been finishing a new novel during the summer at Echo Lake, Pa. Late in the fall Bobbs-Merrill will publish a book of his short stories, "Morals for Moderns." & & The same house will issue in October the letters of James Whitcomb Riley which have been edited by William Lyon Phelps. The 81st anni-



The printing house of William Edwin Rudge in Mount Vernon, N. Y.



ROLL, ROLL, TO THE DISMAY OF OUR RURAL SAILORS

From Lowell Thomas' "The Wreck of the Dumaru," Doubleday. Illustrations by Kurt Wiese

versary of the Hoosier poet's birth occurs in October. \* \*

Simon and Schuster have made a collection of Ogden Nash's verse from the New Yorker which will be published in the late fall. The celebrated poem of Senator Smoot will be included. The title of the collection has not yet been selected and both the publishers and the author declare themselves open to suggestions.

"A Note in Music" (Holt) by Rosamond Lehmann, author of "Dusty Answer," is the September selection of the English Book Society. The judges were Hugh Walpole, J. B. Priestley and Sylvia Lynd.

Sheila Kaye-Smith has left London for Sussex where she and her husband have taken an old cottage at Northiam. "Shepherds in Sackcloth," her last novel, has just appeared.

Virginia Hersh wrote a novel about El Greco in "Bird of God," which won honorable mention in the Harper Prize Novel Contest of 1929-30. "Woman Under Glass," to be published by Harper on September 17th, has for its heorine St. Teresa of Avila. The story is an imaginative treatment of the life of this great mystic based on original documents and a close study of Spain of that period. \*\*

## Century Merchandises Travel



If, as is suspected, the wide reading of travel books increases the amount of travel, the world wandering trips to all parts of the globe will be increasingly popular as the result of the Century Company's decision to reprint travel books and sell them at popular prices. The series has

been happily named "Vagabond Books," and the price set is \$1.50. The books are full size octavo, with half-tone illustrations. All are bound in green buckram and stamped with the Vagabond printer's mark. As part of the merchandising program very striking jackets have been worked out that are bound to attract attention to the counter where the books are displayed and at the same time indicate the special country into which the volume takes the reader. Buyers who have examined the series, according to John Winters, the sales manager, are very confident of its merchandising possibilities, and window displays in many stores have been promised to help dealers. An illustrated circular has been prepared with a page given to each book.

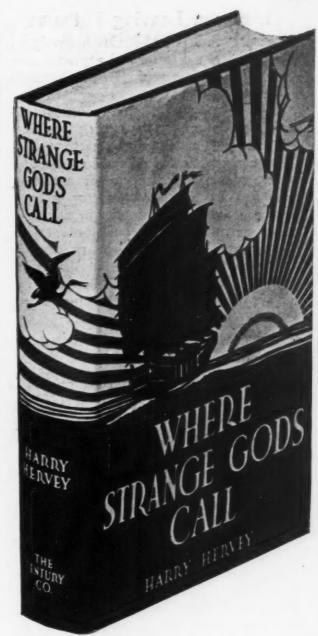
The strength of the Century Company's

association with travel books is evident when one looks over the twelve volumes it has taken from its general list and realizes that the firm can reprint many more good titles without going outside of its own catalog. Lowell Thomas is represented by "Beyond Khyber Pass," Blair Niles, famous for her books on the countries south of us, by "Colombia, Land of Miracles," Alexander Powell by "In Barbary," Frederick O'Brien by "Atolls of the Sun," Elinor Mordaunt by her exciting "The Venture Book," and half a dozen others. The publishers believe that the gift possibilities of this series are considerable.

As with all the experiments that are being tried to make available to a new popular public the cumulation of successive publishing seasons, the success of this series will depend on creating a market sufficiently large to take care of good sized printings of the books. The successful travel book in its first appearance may sell from 3,000 to 5,000 copies. To make these successful in reprint form they ought to be printed in editions of at least 5,000, and by running a dozen books at one time and making plans so that the color work of the jackets may have the economies of joint runs savings can be made which justify the low price of the book.

That the American public has become world minded in its reading interest has been very strongly evidenced since the World War. Before that time American publishers marveled at the number of books of travel and exploration which could be absorbed by the English book market but which had only a slight chance for success here. Now America is reading books on Africa, South America and the South Sea Islands and enjoying the experience, and it is this reading that is preparing the way for the support of such exploring adventures as are reported daily.

The interest in travel has grown rapidly, and we see no reason why this interest should subside, as every returning traveler plants the desire to see strange lands among



As part of the merchandising scheme striking jackets have been worked out to attract attention and at the same time to indicate the special country into which the volume takes the reader

his friends and neighbors. He tells stories of adventure and recommends his favorite books. Travel agencies distribute millions of free pamphlets, but these are not so subtle in their appeal as the travel books, not written as propaganda, but which at the same time encourage the wanderlust.

Thompson Leaving Putnams

S. THOMPSON has resigned as a director and a general sales manager of G. P. Putnam's Sons effective Oct. 1.

Mr. Thompson joined the Putnam organization sixteen years since, to create and manage a mail order department.

Some years later he assumed charge also of the educational department and four years ago was elected a director and appointed general sales manager in charge of trade, educational and mail order sales.

He was elected last January director and treasurer of the National Association of Book Publishers. Mr. Thompson has not yet announced his future plans.

#### German Bibliophiles Coming to America

TOUR of American book centers is to be made by a group of German bibliophiles who sail from Bremen on October 3rd on the fast steamer of the North German Lloyd Line, the Bremen, arriving at New York with headquarters at the Hotel Knickerbocker on October 9th, which tour is to include librarians, publishers and booksellers. While in New York the members of the party are to visit the principal libraries of the city and also famous bookshops such as those of Dr. Rosenbach, Lathrop Harper, Wells, the auction rooms of the American Art Association, the printing plant of the New York Times, the shop of Pynson Printers, the library of the Grolier Club, etc. One afternoon also will be given to a visit of the typographical library of the Type Founders Company. American . While in Boston, which will be reached on October 16th, the party will visit Mr. Updike's Merrymount Press. Other cities to be covered are New Haven, Washington, and Philadelphia, and the party sails again on the Bremen on October 25th.

## Obituary Note GEORGE BURNHAM IVES

GEORGE BURNHAM IVES died in Salem, Mass., on August 21st after a long illness. In his lifetime he enjoyed universal recognition as one of our ablest translators of old French books. Born in Salem in 1856, Burnham was graduated from Harvard in 1876, after which he studied law for some time, becoming at one time an Assistant District Attorney. One of his most notable literary works was the translation of Geofrey Tory's "Champ Fleury," for the Grolier Club of New York. The book had never before been translated. He also translated Bernard's life of Geofrey Tory, the essays of Montaigne and works by Balzac, Daudet and George Sand.

#### **Business Notes**

CLEVELAND, OHIO.—Burrows Bros. Co. of Cleveland have opened a new branch at 14825 Detroit Ave.

COLUMBUS, OHIO.—Dr. E. H. Bean of Columbus, Ohio, is closing his Rental Library at State & Grant Sts., and leaving Columbus.

NEW YORK CITY.—Universal Circulating Libraries, Inc., moved to 452 W. Broadway, New York.

NEW YORK CITY.—Friedmans' now at 53 West 50th St. N. Y., will be located at 18 W. 23rd St., after Sept. 15th. Telephone—Gramercy 3726.

NEW YORK CITY.—The Empire State Book Co., now at 53 W. 50th St., New York City, will be located at 18 W. 23rd St., after Sept. 15th. Telephone, Gramercy 3726.

NEW YORK CITY.—Martin Kamin has closed his shop at 8 East 58th St. and is now conducting his bookselling and publishing business at So. Norwalk, Conn., R. F. D. No. 37.

HOUSTON, TEX. — After 16 years as manager of the Book Exchange and Art Shop, 416 Fannin St., W. H. H. Miller sold his interest on Aug. 1st to C. S. Settegast. M. E. Teetshorn, who some years ago retired from business, is at present actively in charge of the Book Exchange.

W. H. H. Miller will resume in the near future the hunt for the Old, Rare and Curious, in Books, and specialize in Texas Historical Items, and Law Books, at 1009 Elgin Ave., Houston, Tex.

SEATTLE, WASH.—The Emerson Book Shop at 1825 East Olive Way has changed hands and is now the Brodner Book Shop. e

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## The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

MONG the books of the first week in September are several large and impressive volumes, non-fiction of major importance. "Taft and Roosevelt," the second collection of the letters of Archie Butt, contains chiefly his letters to his sister-in-law, written during the Taft administration. This is another addition to this fall's rapidly increasing library of Taft and Roosevelt literature, and an important one. Emil Ludwig's new book contains biographies of Michelangelo, Beethoven, and Rembrandt. Thomas is the author of another exciting tale of real adventure, "The Wreck of the Dumaru," attractively illustrated by Kurt Wiese. "High Tartary" tells of the second half of the journey begun in "The High Road to Turkestan" by Owen Latti-Although actually fiction, "The Complete Sherlock Holmes," by Sir Arthur Conan Doyle, must be included here. In two volumes, boxed together, are contained all the Sherlock Holmes stories, both fulllength novels and short stories.

A history of the Great War for the average man, short and readable, yet technically correct—these are selling points for one of the most important books of modern history, "The Real War, 1914-1918," by Captain B. H. Liddell Hart. Two other volumes about the War, which should attract attention are "A Refutation of the Versailles War Guilt Thesis" by Wegerer and "The Great Crusade and After" by Slosson. The first mentioned comes from Germany and refutes the official accusations of War guilt as they are stated in

the Versailles Treaty. The second is a history of America since 1914, first taking up America in war time, and then discussing under topical headings-prohibition, prosperity, sport, nationalism, education, etc.—national history since then. See also Riegel, "America Moves West"; Rugg, "A History of American Civilization"; and "The Cambridge History of the British Empire; v. 6, Canada and Newfoundland," listed under Rose, for good background books. The question of modern civilization is certainly on the table this week. Here are two more volumes by well-known authors. Dr. Sigmund Freud writes about "Civilization and Its Discontents" and Norman Douglas says "Goodbye to Western Culture."

Turning to less serious subjects, bridge and eating are the topics of a good many books of the week. Knopf publishes both "The Art of Good Living" by Simon and "New French Cooking" by Reboux. Then there are "Auction and Contract Bridge" by Merrill; Whitehead's "Contract at a Glance"; "Contract Bridge in Twenty Minutes" by Thorne, whose "Backgammon in Twenty Minutes" also appears this week; and, for the funny side, "Toll Bridge" by Hellman.

There is just enough space left to mention "The Mound-Builders" by Shetrone, "On the Old West Coast" by Bell, "Twentieth Century Sculptors" by Casson, the Modern Library edition of Cervantes' "Don Quixote," and four new Scribner dollar books listed under Bok, James, Damrosch and Pupin.

HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are

added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 171/2 cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

### The Weekly Record of September 6, 1930

Adams, Evangeline Smith

The bowl of heaven. 28op. O [c. '26] N. Y., Blue Ribbon B'ks

Marjorie Hill [Mrs. Warder Clyde

Allee]
Judith Lankester; il. by Hattie Longstreet
Price. 241p. D c. Bost., Houghton \$2
A story for girls telling of the transformation of
an ornamental Virginia girl into a willing worker
with an Indiana pioneer family.

Anonymous

Ex-lover. 231p. D c. N. Y., G. Howard Watt

The frank confessions of a young man who could not escape his rich admirers until he inherited a fortune of his own.

Arliss, George

Up the years from Bloomsbury; an autobiography. 321p. front. (por.) O [c. '27] N. Y., Blue Ribbon B'ks

Arthur, Charlotte

Poor faun. 344p. D.c. N. Y., Putnam \$2
The story of Barbara's marriage to a lovable raster, with no sense of responsibility but with a reat feeling for the joy of life. The setting is California.

Auerbach, Joseph Smith

An indictment of prohibition. 94p. D c. N. Y., Harper bds. \$1

A well-known lawyer outlines a method for ridding the country of prohibition and indicts the Volstead act as an indefensible invasion of State rights. bds. \$1

Aviation stories; retold from St. Nicholas. 204p. il. D [n. d.] N. Y., Century Authentic stories of aerial adventures, for boys.

Badanes, Julie E., and Badanes, Saul

A child's second number book; pts. 1 and 2. 127p.; 141p. il. diagrs. D c. N. Y., Macmillan

Bailey, Alice Cooper

Sun gold; a story of the Hawaiian Islands. 267p. il. (col. front.) D c. Bost., Houghton \$2 Cynthia and Jerry leave their New England home to go to their mother's girlhood home in Hawaii, determined not to reveal themselves to their grandfather nor ask his assistance. For young people.

Baldwin, James

The story of Roland. 361p. il. (col.) O (Illus. classics for younger readers) [c. '83-\$2.50 [30] N. Y., Scribner

Barkley, John Lewis

No hard feelings! 327p. il. D c. N. Y., Cosmopolitan

The author, who received many War decorations, tells of his experiences, serving with the scouts, snipers and intelligence men between the lines in No Man's Land.

Beeding, Francis, pseud. [John Leslie Palmer and Hilary Aidan St. George Saunders] The four Armourers. 304p. D c. Bost., Little, Brown

A new story of Colonel Granby of the British Secret Service.

Bell, Horace

On the old West Coast; being further reminiscences of a ranger; ed. by Lanier Bart-lett. 350p. il. O c. N. Y., Morrow \$5 A second volume of reminiscences about early California.

Bennett, Arnold

Journal of things old and new. 271p. D c. Garden City, N. Y., Doubleday, Doran \$2 Fragments from the notebooks of England's critic, playwright and novelist.

Bird, Theodocia Walton

Bristles. 147p. il. (col. front.) O c. Bost., Little, Brown \$2

The story of Bristles, a wire-haired fox terrier, who belongs to the children, Dan and Diane Leslie.

Birkenhead, Frederick Edwin Smith, 1st earl The world in 2030 A.D. 226p. D c. N. Y., Brewer & Warren

A noted Englishman considers war, industry, every-day life, woman, and other subjects as they will have developed from present tendencies, a thousand years from now.

Blake, Clarice

Sky Farm. 298p. D c. Bost., Little, Brown

The story of the Ladds of Sky Farm, two brothers who wrest a living from the harsh hill country, and the girl they both love.

Blumenfeld, Josephine

Shrimps for tea. 315p. D '30, c. '29, '30 Garden City, N. Y., Doubleday, Doran \$2 Twenty short stories by a young Englishwoman.

Bok, Edward William

The Americanization of Edward Bok [cheaper ed.] 485p. il. D '30, c. '20, '22 N. Y., The Americanization Scribner

Bonar, James

Moral sense. 304p. (bibl. notes) O (Lib. of phil.) '30 N. Y., Macmillan \$4

The rise and fall of a school of philosophy in 18th century England founded on the theory of "moral sense," its leaders and critics.

Bonser, Frederick Gordon

Industrial arts for public school administrators. 101p. (4p. bibl.) D c. N. Y., Teachers College, Columbia Univ.

Bramah, Ernest, pseud. [Ernest Bramah Smith]

The mirror of Kong Ho. 262p. D'30 Garden City, N. Y., Doubleday, Doran bds. \$2 In his letters home Kong Ho describes his London life and adventures.

Bedingfield, H.

Visceroptosis and allied abdominal conditions associated with chronic invalidism. 184p. O '30 N. Y.,

Oxford

Bligh, S. M., and Prewett, F. J.
Improvements of upland grazings. 36p. O (Progress in English farming systems, 2) '30 N. Y., Oxford

Brown, Harry Gunnison

Tax relief for real estate. 24p. O '30 Columbia. Mo., Lucas Bros.

Brown, Nell K.

A story of old Bethlehem. 15p. diagrs. O [c. '15, '30] N. Y., Abingdon pap. 25 c.

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#### Brinton, Jasper Yeates

The Mixed Courts of Egypt. 443p. (14p. bibl.) il. O c. New Haven, Conn., Yale \$5. The history and working of a unique judicial system, which has been in operation for fifty years, the Mixed Courts of Egypt, operated by fifteen different nations. These courts deal with all litigation involving foreigners or foreign interests.

#### Brooks, Robert Clarkson

Civic training in Switzerland; a study of democratic life. 457p. (bibl. footnotes) O (Studies in making of citizens) [c. '30] Chic., 0 Univ. of Chic. Press
A picture of Swiss politics, showing how the numerous groups—racial, linguistic, economic, etc.—

#### Butler, Ellis Parker

Dollarature, or, The drug-store book. no p. A good-natured but keen consideration of "dollar S c. Bost., Houghton

#### Butt, Archibald Willingham

work together in that democracy.

Taft and Roosevelt; the intimate letters of Archie Butt, military aide; 2 v. 892p. front. (por.) O c. Garden City, N. Y., Doubleday, \$7.50, bxd. Doran

Archie Butt went down on the Titanic in 1912. His letters written during the Roosevelt administration were published in 1924. Here are his letters, written while Taft was President and Butt his military aide. They were chiefly addressed to his sister-in-law, who has authorized their publication.

Cadman, Samuel Parkes, D.D.
Imagination. 87p. S [c. '30] N. Y., Dutton bds. \$1

How imagination can be made safe and constructive, when applied to life, art, religion or science.

Fisherman twenty-eight; il. by Mahlon Blaine. 333p. il. (col. front.) map D c. Bost., Little, Brown \$2

Bert Lindsay spends a summer in Alaska, incognito, as a fisherman to help his father in his competition with a rival canning concern. For boys.

#### Carter, Russell Gordon

The king's spurs. 312p. il. (pt. col.) D c. Bost., Little, Brown \$2

The adventures of a boy of 13th century France told by the author of "Three Points of Honor."

#### Casson, Stanley

Twentieth century sculptors. 142p. (bibl. footnotes) il. O '30 [N. Y.], Oxford \$3.50 On the work of Carl Milles, Paul Manship, Georg Kalbe, Alexander Archipenko, Ossip Zadkine, Oswald Herzog and Frank Dobson, with many photographic examples.

#### Cervantes Saavedra, Miguel de

Don Quixote; tr. by Peter Motteux; rev. by Ozell; introd. by Herschel Brickell. 960p. S ['30] N. Y., Modern Library flex. cl. 95 c.

#### Clarke, Donald Henderson

Millie. 300p. D [c. '30] N. Y., Vanguard \$2 The story of red-haired Millie, whose young mar-riage went wrong, and who became a home-wrecker.

#### Claudy, Carl Harry

Beginner's book of model aeroplanes. 184p. il. diagrs. O [c.'30] Ind., Bobbs-Merrill \$1.75 How boys can make model aeroplanes that really

### Cobb, Bertha Browning Barnes [Mrs. Ernest Cobb], and Cobb, Ernest

André. 274p. il. map D [c. '30] N. Y., Putnam A fifteen year old boy of Normandy goes with Champlain to "New France" in America. For boys.

#### Cobb, Irvin Shrewsbury

Both sides of the street. 317p. D '30, c. '27-'30 N. Y., Cosmopolitan \$2

Humorous comment on the "folks next door, in South America, across the way, in Europe, and here

#### Collins, Earl Augustus, and Hale, Lyda

Hero stories for children. 271p. il. (col. front.) D c. N. Y., Macmillan 80 c. A reader for children in the intermediate grades.

#### Connington, John Jervis, pseud. [Alfred Walter Stewart]

The two ticket puzzle. 279p. diagrs. D c. Bost., Little, Brown \$2 A detective story in which a man's body is found under the seat of a compartment in an English

#### Coppard, Alfred Edgar

Pink furniture; a tale for lovely children with noble natures. 251p. il. D [c. '30] N. Y., Cape & Smith \$2.50 Toby Tottel's search for the Book of Wisdom and the elusive pink furniture. A nonsense tale for children and grown-ups.

#### Crawford, Phyllis

The Blot: little city cat. 56p. il. obl. D [c. '30] [N. Y.], Cape & Smith bds. \$2
The Blot is a little black cat, who lives in a newstand. For very little children.

#### Crew, Helen Coale [Mrs. Henry Crew]

Singing seamen. 237p. il. D [c. '30] N. Y., Century \$1.75 A story of three Trojan boys in the time of

#### Crew, Henry, and Smith, Keith Kuenzi

Mechanics, for students of physics and engineering. 387p. front. (por.) diagrs. O c. N. Y., Macmillan

#### Cushing, Harvey Williams

The medical career; the ideals, opportunities and difficulties of the medical profession [2nd ed.]. 53p. front. (por.) O '30, c. '29 Hanover, N. H., Dartmouth Coll. bds. \$1

Bullock-Webster, G. R.

The little ladder of prayer; a book of prayers in progressive steps for the aid of parents in teaching their children how to pray. 56p, T [n. d.] Milwaukee, Morehouse Pub. Co.

Challe 7. Chalk, L.

The formation of spring and summer wood in ash and Douglas fir. 44p. Q (Oxford forestry memoirs, 10) '30 N. Y., Oxford \$2 Chesley, Albert Meador, comp.
Indoor and outdoor gymnastic games. 79p. il. S

(Spalding "red cover" ser. of athletic handb'ks, no. 40R) [c. '30] N. Y., Amer. Sports Pub. Co. apply

#### Click, Rufus H.

Poor Nell, and other poems. 64p. front. (por.) D [c. '30] [Cin., God's Revivalist Pr. Off.] apply

Cuddy, Lucy Alsanson, and McCauley, Mary W.

Basket of wishes. 32p. O '30 San Francisco, Banner Play Bur.

Lily of Florinda. 64p. O '30 San Francisco, Banner Play Bur.

pap. \$1

Damrosch, Walter Johannes
My musical life [cheaper ed.]. 398p. il. D
'30, c. '22-'30 N. Y., Scribner \$1

David, Evan John, ed.

Great moments of adventure; the dramatic records of nineteen gallant gentlemen. 418p. (bibl.) D c. N. Y., Duffield \$2 Nineteen stories of men who dared the impossible.

Dekobra, Maurice

The perfumed tigers; adventures in the land of the Maharajahs; tr. by Neal Wainwright. 300p. il. D c. [N. Y.], Erewer & Warren

A well-known French novelist visits India.

De Kruif, Paul Henry

Microbe hunters. 363p. O [c. '26] N. Y., Blue Ribbon B'ks

Dix, Tennille

The black Baron; the strange life of Gilles de Rais. 350p. il. O [c. '30] Ind., Bobbs-Merrill

A narrative of medieval France, which tells the life story of the original "Bluebeard," Gilles de Rais, who served Joan-of-Arc and became Marshal of France, but who, after her death, preyed upon by grief and evil counsel, indulged in an orgy of murder and finally ended his days on the scaffold.

Dorsey, George Amos

Why we behave like human beings. 3p. bibl.) O [c. '25] N. Y., Blue Ribbon B'ks

Douglas, Norman

Good-bye to western culture; some footnotes on East and West. 241p. O c. N. Y.,

A critical examination of our western civilization veals facts about morals, manners, and government which are a challenge.

Doyle, Sir Arthur Conan

The complete Sherlock Holmes; 2 v.; memorial ed.; preface by Christopher Morley. various p. O '30, c. '92-'22 Garden City, N. Y., Doubleday, Doran \$3.75, bxd.

Containing all the Sherlock Holmes stories, that originally appeared in nine volumes—six long stories and fifty-six short ones.

Durant, William James Transition; a sentimental story of one mind and one era. 352p. O (Star b'ks) [c.'27] Garden City, N. Y., Garden City Pub. Co. \$1

Durkin, Douglas

Mr. Gumble sits up. 232p. D [c. '30] N. Y.,

Mr. Gumble, hounded by his creditors and heckled by his wife, dies, and then finds, to his astonish-ment that he is free to go out upon the highway to new adventure.

Edmonds, Walter Dumaux

The big barn. 333p. D (Atlantic Mo. Press pub'n) c. Bost., Little, Brown \$2

A novel of the canal valleys of New York eighty years ago where a family is undermined by the hostility of two brothers in love with the same girl.

Evans, Rear-Admiral Edward Radcliffe Garth Russell

Pirate's doom. 280p. front. O [c. '30] N. Y., Farrar & Rinehart

An historical tale of the sea, of pirates and buc-caneers, told for men and boys by an English

Fairchild, Fred Rogers, and Compton, Ralph Theodore

Economic problems; a book of selected readings; rev. ed. 706p. (bibl. footnotes) diagrs. O '30, c. '28, '30 N. Y., Macmillan

Faris, Ellsworth, and others, eds.

Intelligent philanthropy. 329p. (bibl. footnotes) diagrs. O [c. '30] Chic., Univ. of Chic. A symposium on modern charity from many points

of view, by twelve experts.

Fielding, William John Sex and the love-life. 335p. O [c. '27] N. Y., Blue Ribbon B'ks

Flexner, Hortense [Mrs. Wyhcie King]

The stubborn root, and other poems. D c. N. Y., Macmillan

Some of these poems have appeared in The New
Republic, Scribner's, and other American magazines.

Ford, Henry, and Crowther, Samuel Edison as I know him. 122p. il. D c. N.Y., bds. \$1.50 Cosmopolitan

An appreciation of a great genius by his friend, Henry Ford.

Forsyth, Nathaniel F. Week-day church schools; their organiza-146p. (bibls.) il. tion and administration. 146p. (bibls.) il. diagrs. D [c.'30] N. Y., [Abingdon] \$1.25

Foster, Walter Raymond Maxwell

Fun-sketching—a pastime that pays. il. O c. N. Y., Macmillan How to develop an ability to draw and make it

Franck, Harry Alverson

Roaming through the West Indies. 495p. il. O c. '20 N. Y., Blue Ribbon B'ks

Freud, Sigmund, M.D.

Civilization and its discontents; tr. by Joan Riviere. 144p. (bibl. footnotes) O [c. '30] N. Y., Cape & Smith \$2.25

About the victorious progress of mechanics and the simultaneous limitation and subconscious oppression of fear in each individual.

Davison, Ronald C.

What's wrong with unemployment insurance. 73p
'30 N. Y., Longmans pap. \$

De Ricci, Seymour, comp.

List of medieval manuscripts in the New York
Public Library. '30 N. Y., N. Y. Public Lib.

Dopsch, Alfons Die altere W Die altere Wirtschafts und Sozialgeschichte der Bauren in den Alpenlandern Oesterreichs. 189p. D (Inst. of Comparative Research in Human Culture ser. A, no. 11) '30 Cambridge, Mass., Harvald pap. \$1.50

pap. 15 c.

Eells, Walter Crosby
An introduction to the study of education; a

report of classroom aims, teaching methods, and student results. 14p. D (Educational progress, v. 9, no. 1) [c. '30] Bost., Houghton apply

Equipment used in experiments to solve the problem of fog flying. 57p. il. diagrs. O '30 N. Y., Daniel Guggenheim Fund for Promotion of Aeronautics

The genetical theory of natural selection. diagrs. (pt. col.) O '30 N. Y., Oxford

Foreign trade in 1930; official report of the seventcenth National Foreign Trade Convention. 4799.
O lc. '30] N. Y., Nat'l Foreign Trade Council, 1
Hanover Sa. \$2.50

Gaye, Phoebe Fenwick

The good Sir John. 311p. D [c. '30] N. Y., Liveright An historical tale about Sir John Falstaff and King Henry V.

Géraldy, Paul

L'amour, or, The art of love. 56p. S [c. '29, '30] N. Y., Dutton \$1, bxd.

Tracing the love-life of a man this little volume advises the one who would attain perfect love in marriage.

Gilbert, Douglas

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\$2.50

Floyd Gibbons, knight of the air; ed. by Burton Rascoe; introd. by Floyd Gibbons. 96p.

D.c. N. Y., McBride \$1
A picture of a great American war correspondent,
now nationally known for his daily news radio broad-

Gillespie, Richard Charles

Youth turns in his sleep [verse]. 76p. D \$1.75 [c. '30] Phil., Dorrance

Gray, Howard A.

Some factors in the undergraduate careers of young college students, with particular reference to Columbia and Barnard Colleges. 66p. (5p. bibl.) O (Contribs. to educ., no. 437) c. N. Y., Teachers College, Columbia Univ.

Green, Fitzhugh

Roy Chapman Andrews, dragon hunter.
182p. il. D c. N. Y., Putnam \$1.75
A biography of the great explorer by a personal friend. For boys.

Grenard, Fernand

Baber, first of the Moguls; tr. by Homer White and Richard Glaenzer. 262p. (3p. bibl.) il. map O c. N. Y., McBride \$3.50
The life of a 16th century conqueror of northern

Griswold, Francis

The tides of Malvern. 333p. D c. N. Y., bds. \$2.50 A cross-section of life in the South telling the story of the Sheldon family who lived in Malvern Hall outside Charleston for generations.

Hanes, Leigh

Song of the new Hercules, and other poems. 65p. D [c. '30] Bost., [Bruce-Humphries, 470 Stuart St.] bds. \$2

Hargreaves, Sheba

Heroine of the prairies; a romance of the Oregon Trail. 294p. D c. N. Y., Harper \$2

The romance of a girl who fought against many odds to establish her home on the Oregon Trail.

Harrington, Isis

The eagles' nest. 114p. il. S (Little lib.) c. N. Y., Macmillan \$1

The adventures of two Navajo Indian boys who go north with their father's sheep for the first time.

Hartley, Dorothy, ed. and il.

The old book; a mediaeval anthology; introd. by George Saintsbury [lim. ed.]. 345p. il. (pt. col.) Q '30 [N. Y.], Knopf buck. \$10, bxd.

Prose and verse, wit, wisdom and curiosities from mediaeval English writings.

Heilner, Van Campen

Beneath the Southern Cross. 203p. il. (col. front.) map D [c. '24, '30] Bost., Badger \$3

The author tells of his cruise in his own ship through the West Indies.

Hellman, Sam

Toll bridge. 25p. S c. N . Y., Harper bds. 75 c. A humorous story in which a married couple educates a bachelor in bridge.

Hoskins, Halford Lancaster

European imperialism in Africa. 128p. (bibl. notes) D (Berkshire studies in European hist.) [c.'30] N. Y., Holt \$1
Supplementary reading for college classes in European history.

Ilf, Ilya, and Petrov, Eugene

Diamonds to sit on; a Russian comedy of errors; tr. by Elizabeth Hill and Doris Mudie.

287p. D '30 N. Y., Harper \$2

The adventures of a Russian widower who searches all Russia for a suite of twelve chairs, in which his mother-in-law had hidden the family diamonds.

Smoky, the cowhorse [cheaper ed.]. 318p. il. D '30, c.'26 N. Y., Scribner

Jones, James Edmund, comp.

Some familiar wild flowers. no p. (bibl.)
il. D'30 N. Y., Macmillan flex. fab. \$1.50
A handbook for the easy identification of wild

Joyce, James

Haveth childers everywhere; fragment from Work in progress [lim. ed.]. 72p. Q c. N. Y., Fountain Press, 522 5th Ave.

pap., \$20; \$40, bxd.

Gandre, Emil
Fibre furniture weaving. 162p. if. diagrs. O [c. 30] Milwaukee, Bruce Pub. Co. \$1.75

Gault, Edgar H.

Gault, Edgar H.

Vearly standards of performance for department stores: 1928-1929.

Studies, v. 2, no. 10) c. Ann Arbor, Mich., Univ. of pap. \$1

George, Charles

Go easy Mabe Mabel. 8op. D'30 San Francisco, Banрар. 75 с.

Goodman, Kenneth Sawyer, and Hecht, Ben Wonder hat. 32p. D '30 San Francisco, Banner Play Bur. pap. 50 c.

Hawkins, R. R., comp.

George Edward Woodberry, 1855-1930. '30 N. Y.,
N. Y. Public Lib. pap. 15 c.

Howe, Mark Anthony De Wolfe
Bristol, Rhode Island; a town biography. 173p.
il. O '30 Cambridge, Mass., Harvard bds. \$2.50

Jacob, Anna Gertrude
Questionnaire for teachers, based on Personal hygiene. 46p. D [c. '30] Bost., Christopher Pub. House

Johnson, Theodore, ed.

Miniature plays for stage or study. 159p. D [c. 30] Bost., W. H. Baker pap. 75 c.

Johnston, John Black Who should go to college? 22p. O '30 Minneapolis, Univ. of Minn. Press apply

Keesecker, Ward W.

Digest of legislation providing federal subsidies for education. 57p. (op. bibl.) O (U. S. Dep't of Interior, bull. no. 8) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Kelly, Isabel T.

The carver's art of the Indians of northwestern California. 16p. il. Q (Pub'ns in American archaeology and ethnology, v. 24, no. 7) ['30] Berkeley, Cal., Univ. of Cal. Press pap. 40 c.

Kensington, J. J.

Talking with God; some suggestions for the practice of private prayer; introd. by Rev. Edmund S. Rousmaniere [new ed.]. 58p. T [c.'18,'30] Milwaukee, Morehouse Pub. Co. 60 с.; рар., 30 с.

Kerkhoff, Johnston D.

Traitor! traitor! the tragedy of Alfred Dreyfus. 300p. il. O [c. '30] N. Y., Greenberg

The complete history of the famous Dreyfus Case.

Ketchum, Alton

Follow the sun. 305p. il. O [c.'30] N. Y., Farrar & Rinehart \$4 An Atlantic crossing on a cattle boat was the beginning of this young man's adventures around the world, which included many unusual experiences.

King, Frank

The Owl; a thrilling murder mystery. 320p. D c. N. Y., G. Howard Watt
Kenneth Holt discovers the frozen bodies of two people in the home of a young lady and her mad father.

Knipe, Emilie Benson [Mrs. Alden Arthur Knipe], and Knipe, Alden Arthur

The treasure house. 307p. il. D [c. '30]

N. Y., Century \$2

The adventures of a French boy and his sister who are sent to New Orleans just as the city is being ceded by the French to the Spanish.

Kuebler, Katharine

Hansel the gander; il. by Ilse Bischoff. 45p. O [c. '30] N. Y., Morrow \$2

A story book for young readers, about a great white gander, leader of all the geese in his Bavarian village, and Elsa, the little girl, to whom he belonged.

Laing, Alexander Kinnon

End of roaming. 484p. O [c.'30] N. Y., Farrar & Rinehart The story of a boy's growth to maturity during the War years and afterward.

Lambert, M. R., and Walker, R.

Old Boston (England). 155p. il. O '30 Bost., Houghton History and description of the historical monu-ments and points of interest in Boston, England, whence came many of the pilgrims who founded our own Boston.

Langdon-Davies, John

A short history of women. 396p. O [c.'27] N. Y., Blue Ribbon B'ks \$1

Lanyon, Walter Clemow

Impressions of a nomad. 256p. D '30 N.Y., Theo. Gaus' Sons
Short stories laid in different countries.

Lattimore, Owen

High Tartary. 384p. il. maps O (Atlantic Mo. Press pub'n) c. Bost., Little, Brown \$4 An account of the adventurous honeymoon of the author and his wife in Chinese Turkestan.

Lehmann, Rosamond

A note in music. 319p. D [c. '30] N. Y., Holt A novel of married life and Norah's thwarted quest for happiness.

Leonard, Eugenie Andruss

Concerning our girls and what they tell us: a study of some phases of the confidential relationship of mothers and adolescent daughters. 198p. diagrs. O (Contribs. to educ., no. 30) c. N. Y., Teachers College, Columbia Univ.

Leonard, Robert Josselyn

An outlook on education; collected addresses. 184p. O c. N. Y., Teachers College, Columbia Univ. buck. \$2.50 By an educator, teacher, and research worker.

Liddell Hart, Capt. Basil Henry

The real war, 1914-1918. 520p. (18p. bibl.) maps O (Atlantic Mo. Press pub'n) c. Bost., Little, Brown A short history of the World War based on facts and told for the general reader.

Lindsay, Ernest Earl, and Holland, Ernest Otto

College and university administration. 681p. (bibls.) diagrs. D c. N. Y., Macmillan

Londres, Albert

The road to Buenos Ayres; tr. by Eric Sutton. 257p. O [c. '28] N. Y., Blue Ribbon B'ks

Ludwig, Emil

Three Titans. 372p. il. (pors.) O c. N. Y., Putnam Biographies of Michelangelo, Rembrandt and Beeth-

McDonald, Etta Austin Blaisdell [Mrs. James Richard McDonald]

The Kelpies run away. 156p. il. (col.) D c. Bost., Little, Brown A story of the sea Kelpies' visit to the pond Kelpies, for children just beginning to read.

MacInnis, John Murdoch

Peter the fisherman philosopher; a study in higher fundamentalism. 163p. D '30, c. '27, '30 N. Y., Harper \$1.75
A study of Peter, formerly published by the Bible Institute of Los Angeles but later pronounced heretical and destroyed.

McKitrick, Mrs. May Eliza Donaldson, and West, Marietta Hyde

English composition; bks. I and 2. 327p.; 334p. il. D [c. '30] N. Y., Amer. B'k. \$1.08; \$1.12

Kettleborough, Charles
Constitution making in Indiana; a source book of constitutional documents, with historical introduction and critical notes; v. 3, 1916-1930. 430p. D (Ind. historical coll., v. 17) c. Ind., Indiana Historical Bur., 334 State House \$1.50

Knapp, Charles
Bimillennium Vergilianum LXX A.D.—A.D.
MCMXXX; a Vergilian exhibition held at the New
York Public Library. '30 N. Y., N. Y. Public Lib. pap. 10 c.

Kromayer, E. The cosmetic treatment of skin complaints. 118p. il. D '30 N. Y., Oxford \$2 Larremore, Wilbur

Last lyrics; ed. by Thomas A. Larremore [lim. ed.]. 53p. D '30 Jamaica, N. Y., Marion Press, 21 Flushing Ave.

Liestol, Knut

The origin of the Icelandic family saga. 270p. 0 (Inst. for Comparative Research in Human Culture; ser. A, no. 10) '30 Cambridge, Mass., Harvard \$1.90

Lonergan, William I.

Laymen's retreats explained. 104p. S [c. '30] N. Y., America Press, 461 8th Ave.

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Macmichael, William, M.D.

The gold-headed cane; new ed. with introd. and annotations by George C. Peachey. 214p. (bibl.) il. O '30 N. Y., Macmillan \$6.50

Manning-Sanders, George

The third day. 346p. D c. N. Y., Liveright

Humphrey, dead to his wife and friends seeks sanctuary in a small English parish where he is welcomed by the Ancells.

Martyn, Wyndham [William Grenvie, pseud.]
The Trent trail. 277p. D (Scarlet thread mystery) c. N. Y., McBride \$2
A criminal, turned detective, solves a mystery problem.

Mayo, Katherine

Mother India. 452p. (bibl. footnotes) il. O [c. '27] N. Y., Blue Ribbon B'ks.

Mencken, Henry Louis

Selected prejudices. 166p. S [c. '27] N. Y., Modern Library flex. cl. 95 c.

Merrill, William J., M.D.

Auction and contract bridge; combined and simplified. 162p. diagrs. D [c. '30] Phil., Dor-

A new system for valuating bridge hands and an outline for bidding and playing auction and contract bridge.

Messer, Mona Naomi Anne

A castle for sale. 320p. D c. N. Y., Dial Press

Romantic adventure in Geneva, where a daring English girl is held prisoner by a charming but rascally French vicomte, whose specialty is disposing of stolen objects of art.

Millin, Sarah Gertrude [Mrs. Philip Millin] Adam's Rest. 315p. D [c. '30] N. Y., Live-

In their Capetown community where whites and blacks did not mingle, openly, the lives of Miriam and Janet are darkened by the presence of a family of half castes, who grow to womanhood, side by side with them.

Molony, John Chartres
Savinelli. 312p. D c. N. Y., Dial Press \$2
A detective story laid in the countryside of Normandy.

Montague, Charles Edward

A writer's notes on his trade. 261p. D '30 Garden City, N. Y., Doubleday, Doran \$2 Essays on writing and criticism by the former editor of the Manchester Guardian.

Morris, Kenneth

The book of the three dragons. 218p. il. O [c.'30] N. Y., Longmans \$5

Nichols, Frederick George

New junior business training; pt. 1, Business training for personal use; pt. 2, Business training for vocation. 248p. il. O [c. '30] N. Y., Amer. B'k. \$1, ea. Olcott, Frances Jenkins

Wonder tales from goblin hills; from the German and English. 287p. il. (col. front.) D (Wonder tales ser.) c. N. Y., Longmans

Old legends from Germany and England told for young readers.

Omar Khayyám

Rubáiyát of Omar Khayyám. 21p. O ['30] Denver, Col. Clason Map Co., 1515 Tremont bds. \$2.50 P1.]

A photographic facsimile of the rare first edition of the Fitzgerald translation, as it was published, bound in paper, by Bernard Quaritch, London, 1859. The facsimile is now enclosed in board covers.

Oppenheim, Edward Phillips

The lion and the lamb. 294p. D '30, c. '29, '30 Bost., Little, Brown \$2
An exciting story of the London upper-world and underworld, in which a young nobleman becomes entangled with a gang of crooks.

Orchard, William Edwin, D.D.

Prayer; its philosophy, practice and power. 142p. (bibl. footnotes) S c. N. Y., Harper \$1.25

Palmer, John Leslie

Molière. 494p. (bibl. note) O c. N. Y., Brewer & Warren bds. \$5 Re-creating the life and times of the great French

Parker, Seth
Seth Parker's album. 141p. il. D [c.'30]
\$1.50 N. Y., Century
Stories and anecdotes of the well-known radiophilosopher of Jonesport, Maine.

Parsons, Arthur M.

Eyes of the wilderness. 296p. map D [c. '30] Chic., Reilly & Lee \$1.50
A story for boys of the Indian warfare in northeastern Ohio during the last years of the Revolution.

Pearson, Edmund Lester

Instigation of the devil. 370p. (bibl. notes)
il. D '30, c.'25-'30 N. Y., Scribner \$2
Telling about interesting old cases of murder and crime, which the author has rescued from oblivion.

Phelps, William Lyon

Music. 57p. S [c. '30] N. Y., Dutton bds. \$1 How one may learn to listen to and understand good music.

Pier, Arthur Stanwood

The boy from the West; a story of St. Timothy's. 234p. il. D c. Bost., Houghton

A boys' story of school athletics and friendships.

Pope, Saxton Temple

A study of bows and arrows. 102p. (bibl. footnotes) il., diagrs. O [n. d.] Berkeley, Cal., buck \$2.50 Univ. of Cal. Press

Nordenskiöld, Erland

Modifications in Indian culture through inventions and loans. 264p. il. maps O (Comparative ethnograpical studies, v. 8) '30 N. Y., Oxford pap. \$6.25

Orwin, C. S.

A specialist in arable farming, 24p. il. map O (Progress in English farming systems, 3) '30 N. Y., рар. 60 с.

Phelps, Pauline
The sprightly widow Bartlett; a colonial play in one act. 25p. diagr. D (French's internat'l copyrighted ed., no. 684) c. '30 N. Y., S. French pap. 30 c. рар. 30 с.

Prewett, F. J.

A survey of milk marketing in Derbyshire. 70p.
O (Agri. Economics Research Inst.) 30 N. Y.,
pap. 85 c.

Priestley, John Boynton

Angel Pavement. 494p. O c. N. Y., Harper

Mr. Golspie descends upon the little world of Angel Pavement, a quiet backwater in London's business section, transforms its life, and suddenly leaves with his beautiful daughter.

Pupin, Michael Idvorsky

From immigrant to inventor [cheaper ed] 396p. front. (por.) D '30, c. '22, '23 N. Y., Scribner

Rankin, Marjorie

Trends in educational occupations; an examination of the waxing and waning occupations in the public school systems of certain cities in the United States from 1898 to 1928. 83p. (bibl.) diagrs. O (Contribs. to educ., no. 412) c. N. Y., Teachers College, Columbia Univ.

Reboux, Paul

New French cooking; three hundred new and unique recipes; tr. by Elizabeth Lucas. 276p. D c. N. Y., Knopf
Practical but unusual recipes for all kinds of people and occasions.

Reese, Lizette Woodworth

White April, and other poems. 78p. D . '30] N. Y., Farrar & Rinehart \$1.50 A new volume of lyrics.

Riegel, Robert Edgar

America moves West. 605p. (19p. bibl.) maps O [c. '30] N. Y., Holt

\$3.75; textb'k. ed. \$3 A history of the changing American frontier from the time of the earliest settlements on the continent to the present.

Rieu, Nelly

The reckless Seven. 299p. il. (col. front.) D c. N. Y., Macmillan \$2.50 The adventures of the seven Bailey children, who, with their mother and father, go to live in a fort on Alderney, one of the Channel Islands.

Riley, James Whitcomb

The best loved poems of James Whitcomb 188p. il. O [c. '87-'20] N. Y., Blue Rib-Riley. bon B'ks.

Robinson, Clara L.

Psychology and the preparation of the teacher for the elementary school; a survey and an analysis of practices in the teaching of psychology in certain professional schools for the preparation of teachers. 127p. (bibl. footnotes) O (Contribs. to educ., no. 418) c. N. Y., Teachers College, Columbia Univ.

Rollins, Philip Ashton

Jinglebob; il. by N. C. Wyeth; [2nd ed.] 274p. il. (col.) O (Illus. classics for younger readers) '30, c. '27, '30 N. Y., Scribner \$2.50 Rose, John Holland, and others, eds.

The Cambridge history of the British Empire; v. 6, Canada and Newfoundland. 960p. (73p. bibl.) O '30 N. Y., Macmillan \$9.50 The development of Canada down to 1921.

Rubinstein, Helena

The art of feminine beauty. 286p. il. O c. N. Y., Liveright The widely known expert gives advice on how to achieve beauty.

Rugg, Harold Ordway

A history of American civilization; economic and social. 653p. (bibls.) il., maps (pt. col.), diagrs. O (Rugg social science course, v. 3) [c. '30] Bost., Ginn

Russell, Phillips

Benjamin Franklin, the first civilized American. 332p. (2p. bibl.) O [c. '26] N. Y., Blue Ribbon B'ks.

Sackville-West, Victoria Mary [Mrs. Harold George Nicolson]

The Edwardians. 314p. O c. Garden City, N. Y., Doubleday, Doran \$2.50
A novel of society in the era before the war in England when Edward was king.

Safford, Irene Clark

A word to the wise; essays. 207p. front. (por.) O c. Bost., [Badger]

Schultz, James Willard

The white beaver. 271p. il. D c. Bost. Houghton Richard, a boy of fifteen, lives with a tribe of Blackfeet Indians and learns their customs and life.

Scudder, Antoinette Quinby

The maple's bride, and other one act plays. 148p. D [c. '30] Bost., Badger

Selver, Paul

Private life. 294p. D '30 N. Y., Harper \$2 A man endeavors to explain the murder of his friend, and in doing so meets tragedy.

Serl, Emma

In Rabbitville. 112p. il. (col.) D [c. '30] N. Y., Amer. B'k. A story of the Rabbit family for very young read-

Shetrone, Henry Clyde

The Mound-builders. 528p. (6p. bibl.) il. (col. front.), maps, diagrs. O c. N. Y., Apple-

"A reconstruction of the life of a prehistoric American race, through exploration and interpretation of their earth mounds, their burials, and their cultural remains." By the director of the Ohio State Archaeological and Historical Society.

Simon, André L.

The art of good living; foreword by Maurice Healy. 213p. front. D '30 N. Y., bds. \$2.50 "A contribution to the better understanding of food and drink together with a gastronomic vocabulary and a wine dictionary."

Reading list (A); comp. by the departments of Vassar College. 27p. I Vassar Co-op. B'kshop 27p. D'30 Poughkeepsie, N. Y.,

Recommendations of the Bureau of Animal Industry on problems of livestock production. 14p. O (U. S. Dep't of Agri., misc. pub'n, no. 81) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Ryerson, Florence
Cup of tea. D '30 San Francisco, Banner Play Bur. pap. 50 c.

Differential mortality in Tennessee, 1917-1928; a statistical study conducted jointly by Tennessee State Dep't of Public Health and Fisk University. 152p. il. maps. diagrs. Q '30 Nashville, Tenn., Fisk Univ. Press \$2.50 Sibley, Elbridge

Slosson, Preston William

The great crusade and after, 1914-1928. 504p. (27p. bibl.) il., diagrs. O c. N. Y., Macmillan

An interpretation of American history since the World War by an associate professor of history in the University of Michigan.

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The animals came in. no p. il. (col.) D. '30] N. Y., Morrow bds. \$1.75 Pictures and verses about the animals in the Ark, for children.

Smiley, Dean Franklin, M.D., and others

The principles and practice of hygiene. 427p. (bibls.) il., diagrs. O c. N. Y., Macmillan

A textbook in health education for nurses.

Steegmüller, Francis [Byron Steel, pseud.]
The musicale. 218p. D [c. '30] N. Y., Cape & Smith

At a musicale in Lucia Hibbett's drawing-room, the whole action of this novel is revealed in the mental processes of her guests.

Stitch, Wilhelmina, pseud. [Mrs. Ruth Collie] The golden web. 63p. S [c.'30] N. Y., utton bds. \$1, bxd. Dutton Prose poems about the real worth of the virtues of

Silken threads. 64p. S [c. '30] N. Y., Dutbds. \$1, bxd. Thoughts of inspiration in times of trouble.

Stover, Webster Schultz

Alumni stimulation by the American college president. 127p. (10p. bibl.) O (Contribs. to educ., no. 432) c. N. Y., Teachers College, Columbia Univ. \$1.50

Strong, Paschal N.

West Point wins. 273p. il. (col. front.) D c. Bost., Little, Brown \$2
West Point life with Cadet Leslie, a raw and untried youth from North Carolina.

Sturtevant, Sarah Martha, and Hayes, Har-

Deans at work. 307p. (bibl., bibl. footnotes) il., diagrs. O c. N. Y. Harper \$2.75

Discussions by eight women deans of high schools and colleges of various phases of their work.

Sudermann, Hermann

The dance of youth; tr. by Eden and Cedar Paul. 356p. D c. N. Y., Liveright \$2.50
The story of Stumpy, a modern girl, who, at sixteen, starts out to earn her living in Berlin.

Thomas, Alan Ernest Wentworth

Daggers drawn. 284p. D c. N. Y., Brewer & Warren

The dramatic story of two men, friends from child-hood, whose liking turns into hatred.

Thomas, Lowell Jackson

The wreck of the Dumaru; a story of cannibalism in an open boat; il. by Kurt Wiese. 271p. O c. Garden City, N. Y., Doubleday, \$2.50 Doran

When a war-time boat loaded with explosives blew up, thirty-two men in an open boat drifted for twenty-four days suffering from hunger, thirst and madness.

Thomason, John William, jr.
Fix bayonets; 271p. il. O [c. '25, '26] N. Y., Blue Ribbon B'ks.

Thorne, Harold

Backgammon in twenty minutes. 31p. diagrs. S c. N. Y., Dutton
A new method of playing an old game.

Contract bridge in twenty minutes; introd. by Ely Culbertson. 46p. S [c. '30] N. Y., Dutton

The more important systems of playing Contract described briefly for the average player.

Trell, Max

Tom and moT. 183p. il. D c. [N. Y.] \$1.50 Cosmopolitan Tom Lynn was a very contrary little boy, who threw pussy in the well, and then fell in himself. This story for children tells of his adventures in the well

Undset, Sigrid

The son avenger; tr. by Arthur G. Chater. 340p. O '30, c. '27, '30 N. Y., Knopf \$3
The concluding volume of the author's tetralogy of mediaeval days, "The Master of Hestviken."

Verrill, Dorothy
The sky girl. 219p. il. D [c.'30] N. Y., Century A high school girl overcomes many difficulties to become an aviator.

Ward, Charles Henshaw

Evolution for John Doe; foreword by Lorande Loss Woodruff. 354p. (3p. bibl.) il., diagrs. O [c. '25] N. Y., Blue Ribbon B'ks \$1

Webb, Ewing T., and Morgan, John J. B. Webb

Strategy in handling people. 304p. il. O '30 Chic., Boulton, Pierce & Co., 232 E. Erie St.

Webb, Marion St. John Adcock [Mrs. Sidney H. Webb]

The littlest one. 46p. il. (col.) D [n.d.] bds. \$1 Y., Stokes Child rhymes of a little boy.

Weber, Mrs. Lenora Mattingly

The gypsy bridle. 275p. il. (col. front.) D Bost., Little, Brown \$2 Another story of Hash Knife Ranch in Colorado for children.

Smith, David Eugene, and others

Exercises and tests in algebra, through quadratics; brief ed. 127p. O (Smith-Reeve-Morss mathematical tests) [c. '30] Bost., Ginn pap. 40 c.

Smith, Elsie May
Solutions; in ten lessons; a manual for use in training schools for nurses; 4th rev. ed. 63p. S '30, c. '19-'30 St. Louis, C. V. Mosby \$1

Smith, Esther Anne A great adventure; twelve letters to a library school student. 31p. D [c. '30] Ann Arbor, Mich., G. Wahr

Sobotta, Johannes
Atlas of human histology and microscopic anatomy;
tr. by William Hunter Piersol; v. 2. 93p. il. O '30
N C F Stechert buck. \$14, set

Taylor, Paul S.

Mexican labor in the United States; Dimmit County, Winter Garden district, south Texas. 1709. (bibl. footnotes) map Q (Univ. of Cal. pub'ns in economics, v. 6, no. 5) '30 Berkeley, Cal., Univ. of Cal. Press pap. \$1.25

Wroth, Lawrence C., and Annan, Gertrude L., comps. Acts of French royal administration concerning Canada, Guiana, the West Indies and Louisiana, prior to 1791. '30 N. Y., N. Y. Public Lib. pap. 60 c.

Wycliffe, John

Johannis Wyclif Summa de ente libri primi trac-tatus primus et secundus; ed. by S. Harrison Thom-son. 156p. O '30 N. Y., Oxford \$3.50

Webster, Doris [Mrs. S. C. Webster], and Hopkins, Mary Alden

Consider the consequences! 186p. diagrs. D
[c.'30] N. Y., Century \$1.50
A story which allows the reader to decide which course the heroine should follow, thus producing many alternative situations and endings depending on the reader's taste.

Wegener, Albert Benjamin

Play games, and other play activities. 182p. (bibls.) diagrs. O [c.'30] Cin., Abingdon \$2
The author is director of physical education in Drew University.

Wegerer, Alfred von

A refutation of the Versailles War Guilt Thesis; tr. by Edwin H. Zeydel; introd. by Harry Elmer Barnes. 415p. (bibl. notes) il., map O c. N. Y., Knopf \$3 A German professor puts forth the theory that the verdict made at Versailles was wrong.

Wehmiller, D.

Cancers in the earth [verse]. 25p. D [c.'30] Bost., Badger bds. \$2

Werbner, Eliot

Prelude [verse]. 94p. front. (por.) D c. Bost. [Bruce Humphries, Inc., 470 Stuart St.]

Wheless, Joseph

Forgery in Christianity; a documented record of the foundations of the Christian religion. 463p. (bibl. notes) O c. N. Y., Knopf \$4

Knopf \$4
The author charges that the Bible is, legally and morally, a forgery, and the New Testament forged by the Christian Church with definite fraudulent intent.

ntent.

Whitehead, Wilbur Cherrier

Whitehead's contract at a glance; ed. by Winfield Liggett, jr. 32p. D c. N. Y., Stokes flex. fab. \$1

A condensed outline of contract bridge.

Whitman, Walt

Leaves of grass; comprising all the poems written by Walt Whitman following the arrangement of the edition of 1891-2; il. by Valenti Angelo [lim. ed.]. 423p. F '30 N. Y., Random House \$100

This edition of 400 copies was printed by Edwin and Robert Grabhorn of San Francisco. It is bound in mahogany with morocco back. The Grabhorn Press has earned the reputation of being one of the three or four most distinguished imprints of the country and this folio is their most ambitious volume.

Who's who in America; a biographical dictionary of notable living men and women of the United States; v. 16, 1930-1931; ed. by Albert Nelson Marquis. 2442p. diagr. O [c.'30] Chic., A. N. Marquis Co. \$8.75

Wiggam, Albert Edward

Exploring your mind; with the psychologists. 419p. diagrs. O [c. '28] N. Y., Blue Ribbon B'ks

Willard, Florence, and Gillett, Lucy Holcomb Dietetics for high schools; rev. ed. 315p. (bibls.) il., diagrs. D '30, c. '20, '30 N. Y., Macmillan fab. \$1.40

Williams, Jesse Feiring, M.D., and Brownell, Clifford Lee

Health and physical education, for public school administrators; elementary schools. 127p. (bibls.) D c. N. Y., Teachers College, Columbia Univ. \$1.50

Williamson, Thames Ross

Opening Davy Jones's locker; a boy explores the bottom of the sea. 309p. il. (col. front.) D c. Bost., Houghton \$2
Ted Farnum, a Boy Scout, is chosen to go on a scientific expedition to the Caribbean. A story for boys from 10 to 16.

Wright, Isa L.

Having fun. 127p. il. (col.) D ['30] Bost., Houghton \$1.25

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Bowl of heaven, The. Adams, E. S. \$1 Blue Ribbon B'ks Boy from the West, The. Pier, A. S. \$1.75 Houghton Little, Brown Bristles. Bird, T. W. \$2 Cambridge history of the British Empire, The; v. 6. Rose, J. H. \$9.50 Macmin Cancers in the earth. Wehmiller, D. \$2 Macmillan Badger Castle for sale, A. Messer, M. \$2 Dial Press Child's second number book, A. Badanes, J. E. Macmillan Civic training in Switzerland. Brooks, R. C. Univ. of Chic. Press Civilization and its discontents. Freud, S. Cape & Smith \$2.25 College and university administration. Lindsay, E. E. \$4 Macmillan Complete Sherlock Holmes, The. Doyle, A. C. Doubleday, Doran \$3.75 Concerning our girls and what they tell us.
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### Old and Rare Books

= Frederick M. Hopkins =

HE "American Book-Prices Current Index, 1916-1922," published in 1925, is a most useful record of reference to auction prices in the seven annual volumes of this most important period. It is uniform in size, typography and binding with the annual issue, contains 1,397 pages, lists nearly 100,000 items, including books, broadsides and autographs and manuscripts and was compiled and published at great The items are arranged alphabetically under the author's name, and various editions chronologically with undated items at the end of the alphabet. Complete, or collected works, are placed at the end of the alphabetic file of titles. two years of the World War, 1916-1917, were quiet years in the auction rooms of this country, but Armistice Day, 1918, was immediately followed by a remarkable series of the most important and successful sales ever held in this country. This period has frequently been referred to as the golden period of book collecting in America, and this index furnishes a quick reference work to the many record places of this historic period. The work was intended for the use of the collector, dealer and librarian possessing the annual issues, and they have found it invaluable. It was published in an edition of 750 copies at \$30 each. Not all who subscribed for the annual issues felt like paying this price for the index, and there still remain a number of unsold volumes which the present publishers are offering at \$5.00 each. At this price a person who has a use for it cannot afford to be without it. It is a time-saver well worth having. If readers of this department are interested, we suggest that they write to the R. R. Bowker Co., and take advantage of this special offer at once.

SEARCH for the unpublished letters of George Washington—estimated to be approximately equal in volume to those now known—is being pressed by the George Washington Bicentennial Commission which has announced that the first of the 25-volume collection of Washington's writings is to come from the press in December of this year.

The important compilation is being conducted under the direction of Dr. John C. FitzPatrick of the Library of Congress as a monumental tribute to mark the bicentennial celebration of 1932. Lieut-Col. U. S. Grant 3rd, associate director of the commission, has appealed to all citizens of the United States to communicate with the George Washington Bicentennial Commission, Washington Building, Washington, D. C., concerning any extant letters of the first President that are in their possession or which may come to their notice.

"Individuals and societies having such papers are requested," Col. Grant said, "to cooperate with us by permitting their material to be investigated, and, if authentic, to be used in this enterprise. The commission will not ask anyone to part with the original copies of such papers. All it desires is the privilege of making reprints of all unpublished material to be found. Historians claim that there are many letters and papers still in existence which have never been published. Many of these documents are in the possession of people who do not realize their value to history. Because of the westward movement after the Revolutionary War, such letters are apt to turn up in any part of the United States, and it is this unknown and hidden material which the commission is exerting every effort to obtain."

HOW the change in the calendar made by Pope Gregory XIII in 1582 was put into effect in Spanish America is told in a unique copy of the royal decree of Philip II of Spain, printed in Peru and now in the possession of the John Carter Brown Library in Providence. The decree is said to be the first work ever printed in South America. The existence of this document was recently brought to the attention of the National Committee on Calendar Simplification to show that specific provision was made in the Gregorian calendar to legalize the changed maturities of contracts and other obligations and to enforce pro rata adjustment of rents and wages, because of the admission of The decree of Pope Gregory ten dates. went into effect in most of Catholic Europe in 1582, but the Peruvian document shows that it was not until 1584 that the change could be made in the distant Catholic provinces of the western world. The story of the discovery of the copy of the decree of Philip II is told by Douglas C. McMurtrie in an edition of "Ars Typographica" which reproduces the Italian printer's pioneer handiwork. The work came into the possession of the John Carter Brown Library about twenty years ago in a bound volume of pamphlets from the Peruvian press which an American bookseller had purchased privately in London.

MANY will be surprised to learn that Bernard Shaw's first book, written fifty years ago, is about to be published as a first edition. In his preface to "Cashel Byron's Profession" he tells how his four other novels had serial publication and adds: "This left me with only one unprinted masterpiece on my hands, my Opus I, which had cost me an unconscionable quantity of paper and was called, with merciless fitness, "Immaturity." Part of it had been devoured by mice, though even they had not been able to finish it. To this day it has never escaped from its brown paper travelling suit, and I only mention it because some of its characters appear, Trollope fashion, in the later novels." This early manuscript, it is said, was rejected by sixty British and American publishers, which sounds like an exaggeration. The record stands, however, that

after sixty trial flights, Shaw's primary effort will appear in print, and this example ought to lead many young authors not to be easily discouraged.

SIX years ago, Martha Dickinson Bianchi issued her "Life and Letters of Emily Dickinson," giving the first fulllength portrait of one of the most elusive of personalities in all literature. Since then she has gone through the family papers with even greater care and unearthed many new notes and letters. To supplement these, she has herself written a tender and intimate sketch of "Aunt Emily" as she knew her in her childhood, together with a brief account of other members of the Dickinson household. The result is said to be a charming volume which shows Emily Dickinson face to face in her relations with her family and which includes approximately one hundred and fifty letters which have never before been published. The book makes a fresh and intimate picture of one of the greatest of all women poets, and a first edition which all of the Dickinson collectors will want to own.

PICTURES of Abraham Lincoln showing him in many moods and poses are on exhibition at the Chicago Historical The collection numbers nearly 500 items, including etchings, lithographs, engravings, photographs and cartoons. They are the property of James Rosenthal, a Chicago lawyer, who has been gathering them for over a quarter of a century. The enigmatic Lincoln, the humble Lincoln, the man of melancholy mien, the man of the smiling face, the President with his cabinet, with his family, Lincoln the lawyer, the stump speaker, the rail splitter, and the Great Emancipator, are all represented. The political cartoonist shows him straddling a rail, rocking a boat, at the bat, and in many other ways that the mood of the cartoonist dictated. In Lincoln's day these cartoons were printed, some in color, and sold for a nickel, a dime or a quarter. No other man up to the Rebellion, Napoleon included, was so ruthlessly cartooned as Abraham Lincoln.

A N event of marked historical interest is the discovery of the papers of Robert Townsend of Oyster Bay, Long Island, ekly

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which prove him to have managed the spy system within the city of New York for General Washington. It appears that Townsend furnished Washington with correct information throughout the war. His books, which remained sealed for over a century, now permit positive identification. Morton Pennypacker has written a book entitled "Nathan Hale and Robert Townsend" to be published by the Riverside Press in a limited edition of 750 copies. Mr. Pennypacker has gathered in this fascinating volume first-hand and hitherto unknown matter concerning the activities not only of Robert Townsend, but also of Nathan Hale. There is also important material concerning Major André and his disastrous adventure.

E DWARD D. McDONALD, Drexel Institute, Philadelphia, Penn., writes: "I am preparing for early publication a supplement to my "Bibliography of the Writings of D. H. Lawrence," 1925. I desire to include in this forthcoming study corrections of all errors which my previous volume may contain, as well as full references to all of Lawrence's writings since 1925. I want especially to be informed of Lawrence's contributions to unindexed periodicals of every sort, in order that we may have if possible, a definitive record of his distinguished literary career."

SEYMOUR DE RICCI has finally completed his book entitled "English Collectors of Books and Manuscripts, 1550-1900," and it will shortly be published by the Cambridge University Press.

HE announcement of another sale including various consignments, to be held on July 31 and August 1 comes from Sotheby's with no indication that this is the last of the season. The 764 lots include modern first editions, first editions of Victorian authors, seventeenth and eighteenth century books, fine bindings, maps and charts, incunabula, Americana, almanacks, broadsides, music, drama, and many rare lots of a miscellaneous character. Many American buyers are still in London visiting the bookshops and following up the auction sales. All reports indicate that American support has been the life of the summer season in the rare book trade in London this year.

#### Catalogs Received

Americana, autographs, historical reliques, paintings, prints, engravings. (Nos. 91 and 92.) The Union Square Book Shop, 30 East 14th St., New York City. Americana, Lincolniana and miscellaneous books. (Items 74.) Van Norman Book Co., 1415 Howett St., Peoria, Ill. Religious books, biographies, a few German works, etc. Blessing Book Stores, Inc., 63 Adams St., Chicago, Ill.

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### Fine Books in the Present Market

Paul Johnston

The Increase of Dollar Books on a Dull Market Has Not Harmed or Altered the Future of Finely Printed Books. The Future of This Market Is Now As Substantial As It Has Ever Been

OR the past half dozen seasons fine books in both limited and ordinary editions have been steadily gaining favor with book buyers and collectors. Publishers have given more and more attention to the format and appearance of their books and one publishing house has been created with the purpose of fostering fine books. Now, with this art nearing a pinnacle, financial depression has come and with it a stronger emphasis on mass production has been introduced in publishing. Question as to the future of finely printed books arises more because of the first circumstance than because of the second. Fine books have been usually, and almost necessarily, expensive. The manufacturing costs of ordinary editions have been pared down to the very bone of economy. The better grade of materials and workmanship that have been applied to fine books are naturally costly and must be paid for. So since fine books must fall into a class with luxuries, to some extent, will the trade in them flourish in times of business convalescence as it has under more favorable conditions?

It is interesting to examine the check list with quotations of current prices of their books that was issued two months ago by Random House. At a time when the depression was strongly felt the majority of these books were for sale at a

premium, and these premiums were frequently as much as three or four times the published price on some items and considerably more than that on a few others. The success of The Colophon (quarterly) is also of great significance. Within two weeks after its appearance the edition of 1500 sets was fairly oversubscribed and this publication was immediately sought after at a premium. The success of The Limited Editions Club is also important though this was assured before the decline in business conditions. On the whole it seems evident that the audience, clientele, market, or whatever you choose to call it, for substantial works in fine editions, has not only failed to waiver but has actually increased in the past year. So much for this particular phase of the question.

The next interesting factor to arise is the standing of publishers of the higher priced non-fiction books of which an ever increasing number have appeared in the past few years. These books are published in comparatively small (but not limited) editions, and sold at from three to ten dollars. In the past the format of these books has been anything from that of an ordinary novel to the highest form of excellence a publisher's book may have. With the introduction of increased interest in mass production will these editions increase in number, or will they diminish—that is

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FROM FOREST TO FINISHED BOOK

to say, will more such books be issued or fewer? Will their format continue to be of excellent quality on the average, or will

it be cheapened?

Printed in small quantities, usually because they appeal to only a limited number of people, these books have been necessarily expensive to produce because of this limited sale. Publishers realized from the first that the groups of people who bought them were those of exceptional intelligence, and those of good taste. For this reason they sought to make these books worth their price through the extra care given to their design and production.

It seems to me that the increased emphasis on mass production can only serve to increase the contrast between these books and those which by no means can get quantity sale. As huge editions for popular distribution increase, the standing of books that appeal to only a few people of good taste will be even stronger than it has been, and the desirability of making such books attractive in form and appearance will increase. The purchaser must be even more able to recognize the additional quality he is paying for; not only in the literary content but also in format. These are, after all, likely to be the most valuable of books. They are the most likely to be preserved and they should therefore be substantially made.

Finally we come to the popular priced books themselves. Two publishers have announced that they will be of the same format as those previously published at two and two and a half dollars, but those initiated in production costs realize that this must be doubtful. It will be a possibility if a market of about four times its present size is established, but this will doubtless take considerable time. It is more likely that most of the books for sale at a dollar in the "same format" as those that sold for two and two and a half dollars had already been laid out or were well on the way to production, when the expedient of the lower price was devised. And I think that when new titles, for sale at a dollar a copy, are planned with that price in view, there is likely to develop a change in their format. As far as the novel is concerned it seems probable that paper wrappers will eventually re-

appear generally if the low priced books are successful, and that text paper of even a cheaper grade will be used. But this cheapening of materials and processes does not necessarily mean that good typography will be entirely thrown overboard. Two publishers of the cheaper book have already retained able designers to supervise. their typography. It is likely that the competition to maintain attractive typography in novels will remain as keen as it

has been recently.

Then there is the book by the writer who not only sells in large quantities to the masses but whose work is considered of such value that his first editions are collected and preserved by those who appreciate good literature. This branch of book collecting has become more extensive lately than ever before. Is it not likely that the collectors of first editions of modern authors will appreciate having their books even more attractively and sub-It seems stantially printed than before. to me that the chance for the sale of a really fine first edition of the best works of our modern authors should now be greater than ever before. These need not be "large paper" signed affairs. The generous support of the collectors, already amply proved, would justify the extra expenditure which should never be needlessly extravagant, and since the popular editions could be printed from the same plates, on much cheaper paper, and even bound in paper wrappers, they would also gain in attractiveness, and instead of being produced in a standard format, an appalling fault, they would have the delightful value of variety.

To sum up: It seems as if the future of finely printed books is now as substantial as it has ever been. The increase of dollar books on a dull market has not harmed or altered it one whit, except that by producing many more readers it may bring in new admirers of fine books. As a matter of fact it is not too optimistic to say that cheaper books will strengthen the position of publishers' fine editions. Future development in the design of finely printed books depends upon the honest facing of the problem of the production of each book in its class and the able and artistic handling of materials and processes.

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NEW YORK 1930

many books come through showing individuality and experiment. Sometimes the book's subject suggests a new way of handling a book, as, for instance, "On the Old West Coast" by Bell, published by Morrow, whose jacket will immediately attract attention to the book, while the use of yellow and red somehow seems to fit in with the spirit of the Forty-Niners and the reproduction of old pictures inside adds a flavor to the volume.

Harper's have always used unusual care in their informational handbooks, and we have especially noticed a book called "Deans at Work: A Practical Business Book for Deans of Women's Colleges" by Sturtevant and Hayes which has an interesting title-page, with varied problems of text setting worked out with great care.

A type of substantial octavo which the

Garden City Press has developed for its more important books is exemplified in "Taft and Roosevelt" by Archie Butt. The title-page is one of their best and the binding equally successful. Ginn & Company with their own press set a fast pace for the makers of textbooks, and in Rugg's "History of American Civilization" have produced another of their wellplanned volumes with great care given to the illustration of tables, etc., one of the chief problems of textbooks. Holt's have done equally well with a book entitled "America Moves West" by Professor Riegel of Dartmouth. The text will probably appeal to others than students.

We often wonder why more books do not give credit to the printer, as it would

#### BETWEEN THE LINES

By H. M. Tomlinson

Harvard University Press

seem to be to the advantage of the publisher to have those who handle books get interested in their making. We are glad to find credit given to a firm called Mortimer & Walling, Inc., in New York for the printing of "Hansel the Gander," in which the color work is excellent.

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How much the publishers of the Modern Library can do in the compact form of these volumes is shown in the "Don Quixote" they have just issued consisting of 936 pages with excellent type and with a jacket as good as they have turned out in the new series. To show the range of the series, at the the same time comes Mencken's "Selected Prejudices," a book of but 164 pages.

Why shouldn't even war studies be printed attractively? was apparently the thesis of the manufacturing department of

# DEANS AT WORK

Discussions by Eight Women Deans of Various Phases of Their Work

EDITED BY

SARAH M. STURTEVANT

Associate Professor of Education, Teachers College, Columbia Universit

AND

HARRIET HAYES

Associate in Personnel Guidance, Teachers College, Columbia University



NEW YORK AND LONDON HARPER & BROTHERS PUBLISHERS

Knopf when it made Alfred Von Wegerer's "A Refutation of the Versailles War Guilt Thesis." And the appearance of this volume would make one almost enjoy reading an argument on the Peace Treaty.

The booktrade has had considerable interest in watching the result of the group of five publishers joined in the Blue Ribbon Books, Inc., to produce attractive volumes at \$1, and the jackets, which give them their merchandising appeal, are printed on a heavy coated paper that is

# INTELLIGENT PHILANTHROPY

Edited by

**ELLSWORTH FARIS FERRIS LAUNE** ARTHUR J. TODD



THE UNIVERSITY OF CHICAGO PRESS CHICAGO · ILLINOIS

going to attract attention from every passerby. Each volume was made as much different from its neighbor as possible so there would be no suggestion of a series. The printing is from the original plates. We look forward to examining Century's "Vagabond Library" whose format has been given careful attention.

A charming page for a small book on which careful attention has been lavished has been produced by Harvard University Press in a volume entitled "Between the Lines" by H. M. Tomlinson, and the University of Chicago Press, which gives such careful attention to books on every subject, has a volume worth studying in "Intelligent Philanthropy" by Faris, Laune and Todd. One of the loveliest art books of the year in English printing comes from the Oxford University Press, Stanley Casson's "Twentieth Century Sculpture," with excellent half-tones.

A famous artist drafted for jacket design is the case of Charlot's (the Mexican) colorful work for Farrar & Rinehart's "The Conqueror's Lady." Elements of the design are repeated in the frontispiece

and first cover.

# Jackets Compel Attention

The problem of the jacket designer is somewhat akin to that of the poster maker. The jacket is put on, not to keep the cover clean, but to compel attention. The customer walks by the window display or counter and something captures his attention. What will it be? These are among the good jackets this month



ly

# Exhibition Schedule of "Fifty Books of the Year"—1930

Traveling in Duplicate

EXHIBITION No. 1.

Aug. 18-Sept. 1....... Columbus Gallery of Fine Arts. Columbus, Ohio.

Sept. 19-Oct. 3......Northwestern

University, Evanston, Illinois.

Oct. 12-Oct. 22......Ayer Galleries, Philadelphia, Pa.

Nov. 5-Nov. 19......Cleveland

Public Library, Cleveland, Ohio.

Nov. 26-Dec. 26...... Newberry Li-

brary, Chicago, Ill.

Jan. 5-Jan. 24.........Indianapolis

Public Library, Indianapolis, Ind. Jan. 31-Feb. 14.......Minneapolis

Public Library, Minneapolis, Minn. Feb. 21-Mar. 31........ Dallas, Aus-

tin, Houston, Texas.
(Notice later of place of exhibition.)

Apr. 7-July 1....... California.

(Notice later of place of exhibition)

EXHIBITION No. 2.

Sep. 17-Oct. 3......Open—Awaiting word from Village Library, Farrington, Conn.

Oct. 10-Oct. 20......New York State Library, Albany, New York.

Oct. 27-Nov. 10...... Grosvenor Library, Buffalo, N. Y.

Nov. 13-Nov. 22........Wesleyan University, Middletown, Conn.

Nov. 26-Dec. 6...... Jones Library, Amherst, Mass.

Dec. 10-Dec. 31......R och ester Memorial Art Gallery, Rochester, N. Y. Jan. 5-Jan. 28.....Pratt Institute

Free Library, Brooklyn, New York. Feb. 3-Feb. 13...... Dartmouth College, Hanover, N. H. (1930 books).

Feb. 17-Feb. 23..... Princeton University, Princeton, N. J. (1930 books).

# Fifty British Books of the Year

A. J. A. Symons

Director of Publication of the First Edition Club of London

I

THE selection, the second of an annual series, is intended to encourage good printing by giving recognition to worthy examples of the craft produced during the past twelve months. The fifty books chosen were selected by members of the First Edition Club, who, by training or interest, have acquired special insight into book production in one or another of its branches; and it has been the endeavor of this sub-committee, with the aid of the general committee, to weigh the books submitted on a scale which was evenly balanced between the book produced under ordinary commercial circumstances and the edition-de-luxe. The method adopted was to allow a maximum of fifty marks, divided in the following proportion: paper, 5 marks; typographical design, 10 marks;

binding, 10 marks; relation to price, 10 marks; and general impression, 15 marks. By this means it was possible for a sevenand-sixpenny novel, which, in the nature of things, could not vie in paper or binding with a three-guinea volume, to make up lost ground in relation to price, or even in general impression. A similar exhibition of books, printed in the United States, has for some years past been organized by the American Institute of Graphic Arts, whose selection is shown in the Grolier Club of New York and the New York Public Library for one month annually. The Institute has very kindly placed a duplicate of the fifty American books chosen at the disposal of the Club, which has returned the courtesy; so that the two selections are now, and will be on view simultaneously.



# "I wouldn't swap them for a whole

library!"

"That's a fine set of books, don't you think so, Bill? I took mine with me to college—hardly shows a sign of wear though I used them pretty hard at High, let me tell you! They've come in handy more times than I can count."

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The Nonesuch Plutarch was printed by Bishop and Garrett in Monotype Fournier on Arches paper. Binding by A. W. Bain and Company, illustrations printed by the Curwen Press.

II

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ERNEST BENN, LTD.

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BLACKAMORE PRESS, THE

"The Lady Who Loved Insects." By Arthur Waley. 21s. Curwen Press.

CAMBRIDGE UNIVERSITY PRESS

"Aspects of Biography." By André Maurois. 7s. 6d. Cambridge University Press.

"The Eighteen-Seventies." Edited by H. Granville-Barker. 12s. 6d. Cambridge University Press.

"Letters of Sir Joshua Reynolds." Edited by F. W. Hilles. 10s. 6d. Cambridge University Press.

"Statistical Mechanics." By R. H. Fowler. 35s. Cambridge University Press. JONATHAN CAPE, LTD.

"Tu Fu." By Florence Ayscough. 21s. Butler & Tanner.

"Tattershall Castle." By the Marquis Curzon of Kedleston and H. Avray Tipping. 30s. Cambridge University Press.

CASSELL & Co., LTD.

"Art Nonsense and Other Essays." By Eric Gill. 21s. Cambridge University Press.

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25s. Wyman & Sons.

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"The Palace of Pleasure."

By William Painter. 4

vols. 8 guineas. Edited

and with a preface by

Hamish Miles. Oxford

University Press.

"A Mad World My Masters." By Nicholas Breton. 2 vols. 50s. Edited by Ursula Kentish Wright. Robert Maclehose & Co.

"The Apocrypha." 5 guineas.

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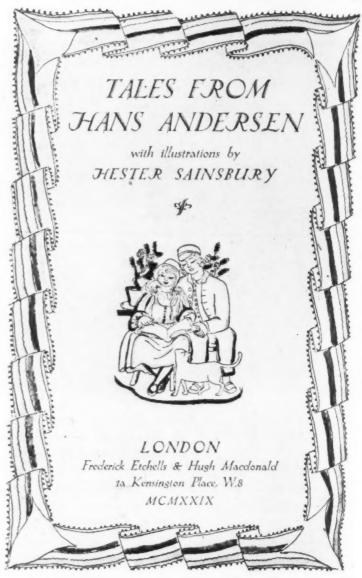
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The Trained Printer and the Amateur: and the Pleasure of Small Books.



RINTERS, as a class, like all other craftsmen, can only thrive by supplying their customers with what they want at prices which they are willing to pay. Here and there an exceptionally gifted and courageous craftsman may rely on being able to obtain a better price for better work, and be re-warded for his confidence, but success will always

depend not only on himself but also on two external factors over which he has very little control; the existence of enough customers, or potential customers, able to recognise better work than that which they have been getting, and the ability and willingness of these customers to pay a higher price for it as long as a higher price is necessary for its production. But occasionally the discriminating customer (or potential customer) may not find a master-craftsman able and willing to do for him what he wants, and if so, if he cares enough about it to be an enterprising amateur, he starts a press of his own to print the books he wants as he thinks they ought to be printed. Very often he fails; almost always he finds that he must engage at least one skilled journeyman to help him through. But occasionally he succeeds, and when he succeeds he brings new life into the craft of printing.

Definitions of what constitutes an 'amateur' have always proved difficult. The two characteristics of the class of which I am thinking are that they have been readers and lovers of books before they have become printers and that they will not knowingly print any book

Bruce Rogers has been busy in London adapting his famous Centaur type to the Monotype machine and this page from a Lanston Monotype Corporation book shows its use

LANSTON MONOTYPE CORPORATION, LTD.

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FISHING

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E shall never forget those early summers, when the long twilights and music of tranquillity returned. Fishing also returned. It was no isolated pleasure; it was a rhythmic inevitability of the rural calendar, a magnetism of running water or deep-built pool. There were in the village solid labouring men, who never regarded themselves as anglers. But on one of those soft-echoing evenings, every year, we saw them sauntering through pastures where mushrooms glistened, to the bream-swim. They could not deny this annual rite. So, too, a man would turn out once for cricket, a welcome votary. It was the sign of understanding.

With the fishing season, strange events excited our small world. No one thought of the butcher's son, likened to a bullock, as an ingenious angler. He obviously lacked both zeal and art. However, there he was, prowling homeward from an unpromising shallow with a netful of those blacktailed chub who had seemed to know everything under the sun. He had comforted them with black-hearts. Then there

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A page from "The New Forget Me Not" printed by the Cambridge University Press

#### III

"FIFTY BRITISH BOOKS"—Exhibition traveling schedule in America.

(Exchange exhibition with the American Institute of Graphic Arts.)

August......New York Public Library.

Sept. 1-Sept 14..... Newark Public Library, Newark, N. J.

Sept. 18-Oct. 8...... Grosvenor Library, Buffalo, N. Y.

Oct. 15-Oct. 29...... University of Pennsylvania, Philadelphia, Pa.

Nov. 5-Nov. 19......Cleveland Public Library, Cleveland, Ohio.

Nov. 26-Dec. 26..... Newberry Library, Chicago, Ill.

Jan. 5-Jan. 24.... Indianapolis Public Library, Indianapolis, Ind.

Jan. 31-Feb. 14..... Minneapolis Public Library, Minneapolis, Minn.

Feb. 21-Mar. 11.....Texas-Dallas, Austin, Houston.

(Notice later of place of exhibition).

Mar. 18-Apr. 1...... Pratt Institute
Free Library, Brooklyn, New York.

Apr. 4-Apr. 18..... Peabody Institute, Baltimore, Md.

Apr. 22-May 6.....Government Printing Office, Washington, D. C.

May 11-May 31..... Boston Public Library, Boston, Mass.

Returned to London.

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# A Printer's Notes on Book Production

Herbert Simon

II. The Estimate

It is often assumed that estimating must be a dull business. On the contrary it is rather exhilarating. A good deal of clear thinking and ingenuity are required in the preparation of an estimate, and there always remains the grand uncertainty when it is typed and directed whether it will or will not be accepted. The unexpected happens so often in the arena of competition, and those estimates which seem to be quite certain of fruition fail, while the forlorn hopes march on to the order book.

A publisher usually asks two or more printers to give an estimate for the production of a book, and he hopes to be able to compare their prices. This is often difficult, as there appears to be no definite standard form of estimating. For example, some offices prefer to state the cost of imposition separately and others include this operation in the cost of presswork. These variations lead to confusion, and the unfortunate publisher has to make all manner of arithmetical calculations to bring the rival bids down to a common denominator. It is extremely unfortunate that no definite standard form has been evolved. The idiocy of varying methods of quotation must be plain enough and on numerous occasions it must act against the interests of a careful printer. There is in existence an excellent series of "standard conditions" which are printed on the back of the estimate, and it seems only logical that the front should now be standardized.

In catalog and pamphlet work a single figure is quoted which covers the materials and all the operations required for production. In bookwork, however, the cost of various operations are given separately. The estimate is usually divided in the following manner:—

I. Cost of composition (includes mechanical composition, make-up into page form, proofing and foundry lock-up).

- 2. Presswork (includes imposition, makeready, the handling of paper, and if necessary, carriage to binders).
- 3. The cost of paper, if this is not supplied by the customer. (If the paper is provided by the printer the cost of handling is included here).

For convenience the prices are calculated on the basis of an even printing unit of 32 pages. In the preamble of the estimate a statement should be made that the copy has been cast-off and will make a certain number of pages. Then follows the detailed specification of the composition. The type area in ems and the size and face of type chosen should be stated. Clearly this is a cardinal point in the specification and one which will avoid the possibility of future misunderstanding and Then follows the price per argument. page for setting, which includes the cost of the mechanical composition, the making up into galley and later page form, the submission of a duplicate set of galleys and page proofs, and foundry lock-up.

Estimates for straightforward bookwork should not present much difficulty, but once the path of straight composition is departed from, the road can become winding and treacherous. Take, as an example, the case of a book which is illustrated by line drawings which are to be run around the text. It is clear that it would be unsafe to put the book into page form at once; quite innocent corrections on the part of the author may upset the whole relative structure of type and The only safe method is to proof the text in galley form and ask the publisher to indicate very clearly where the cuts are to fall. Proofs of the cuts are then measured up and the galleys are set over again where necessary, with adequate areas left blank into which the illustrations can be interlocked. This process of re-setting is known as "running-around." Now, in preparing an estimate some print-

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ers may allow for this "running-around" in the cost of composition; on the other hand, it may be ignored completely with a consequence that the bill for corrections will be swelled enormously.

Returning again to the framing of the estimate, the next sub-section after composition is—presswork, which includes the imposition, the make-ready, the imprinting of the type on paper, and, where the paper is provided by the publisher, the cost of its handling.

A fairly short introduction before setting out the prices is again desirable. The publisher, if he supplies the paper (which is generally the case) should state the size, weight and quality, and this information should be recapitulated. Further, there must be a note as to the number of pages to the form, the number of forms to be printed, the color of the ink, the

quantity in which the edition is to be printed, and the amount of paper required. In addition to giving a lump sum for the presswork as estimated, it is customary to quote on a unit equivalent to the number of pages in a form. This may be 16, 32, or 64 pages according to the size of the paper furnished and the size of the untrimmed paper page.

A 16-page form on a 25 x 38 inch sheet denotes printing in "double-16" imposition, 32 pages or 64 pages on sheets respectively 30½ x 41 and 41 x 61 inches in size more generally denote quad imposition. But be it noted that an estimate that specifies printing in quad imposition is completely upset if a publisher, finding he has in stock some odd reams of half-size paper, supplies this smaller size instead; far from being an economy the change is likely to mean increased cost.

# An Outline of the History of Printing

Edward F. Stevens

Pratt Institute Library

The Art of Printing, Which Is Approaching a 500th Anniversary, Is Every Day Increasing Its Usefulness As a Tool and Its Prestige As a Craft. The Important Landmarks In the History of Printing Should Be Fixed In the Memory of Every Bookman

#### CHINA

- B.C. 255. Use of seals of jade, ivory or metal. Impressions upon clay without ink.
- A.D. 175. Texts of classics cut in stone, with inked rubbings later. Fifth century A.D. Earliest use of inked seals stamped upon paper.
- A.D. 868. Earliest printed book, Diamond Sutra in 16 ft. roll. In British Museum.
- Experiments with movable tin and clay types in the 11th century.
- Wooden types used early in 14th century.

## JAPAN

A.D. 770. Impressions made from blocks of wood. A million charms printed from wood blocks upon paper.

#### KOREA

- Metal types at beginning of the 15th century.
  - The West did not learn printing from the East.
  - Xylography, or wood-block impressions, paved the way to Typography, or type-printing.
  - "Mary Engraving" or "Brussels Virgin," first block-print with a date, 1418. In Brussels Royal Library. Date sometimes questioned.

"St. Christopher Print," 1423. Better known and with certain date. In John Rylands Library, Manchester.

Block-books followed block-prints. Text and picture cut in wood.

Invention of Printing (Typography) was the application of the conception of the mold from which metal types could be cast.

Inventor of Printing. Two chief claimants: Johann (John) Gutenberg of Mainz, Germany, and Laurens Janszoon Coster of Harlem, the Netherlands.

Gutenberg supported by strongest evidence.

#### **GERMANY**

Mainz. In 1450 Gutenberg formed partnership with Johann Fust at Mainz to do printing.

1450 accepted as the date of the completion of the Invention of Printing.

Oldest type-printed document, Letter of Indulgence of Pope Nicholas V, 1454, attributed to Gutenberg.

First type-printed book, c. 1453-1456, not dated, The Gutenberg Bible, 2 vols., called also, the 42-line Bible from the number of lines to the column, and the Mazarin Bible from the copy found in the library of Cardinal Mazarin.

Gutenberg failed, and his press was carried on by Fust and Peter Schoeffer. Their masterpiece, Latin Psalter of 1457, the first book with names of printers, place and printed date. Beautiful initials printed in color.

## SPREAD OF PRINTING

BAMBERG, 1457-58. Albrecht Pfister possessed types used in printing the Bamberg or 36-line Bible, 1460. Books with illustrations, 1461.

STRASSBURG, 1458. Johann Mentelin. Adolph Rusch, known as the "R" printer for his peculiar capital R. Rusch was first to use roman type in place of the black letter.

COLOGNE, 1465-94. Ulrich Zell, identified with the Cologne Chronicle.

Augsburg, 1468. Gunther Zainer. Erhard Ratdolt, returning from Venice, 1486.

BASEL, 1472. Berthold Ruppel, 1477. John Froben, 1491, Basel's greatest printer. Froben was friend of Erasmus, and his publisher.

NUREMBERG, 1470. Anthony Koberger, 1472. Nuremberg Chronicle, 1493, a history and description of the world, using 645 cuts to represent 1809 different subjects.

#### **ITALY**

1465. Conrad Sweynheym and Arnold Pannartz from Germany to Subiaco near Rome. Moved to Rome, 1467. Designed a beautiful type-face revived in recent times.

VENICE, 1469. John of Speyer. Issued classics in roman type. His brother Wendelin, 1470.

1470. Nicolas Jenson. Finest of Italian roman fonts, the basis of many present-day faces.

editions of Greek and Latin classics. Introduced cursive type called *italics*, 1501. Press continued till 1597. Anchor and dolphin printer's mark.

Erhard Ratdolt, 1476-85. Noted for initials and use of color.

FLORENCE. Giunta (Junta) family of printer-publishers gained reputation in sixteenth century. Also at Venice, and elsewhere.

#### THE NETHERLANDS

Louis Elzevir, founder, in Leyden, 1580. Continued in family in Leyden and Amsterdam till 1681. Bonaventura and Abraham, 1625-1652, period of highest excellence.

Christopher Plantin. The Plantin Press at Antwerp, 1555. Polyglot Bible, 1568-72, 8 vols., greatest work. Establishment carried on by his successors till 1867. Since 1876 a museum, known as the Musée Plantin-Moretus.

## FRANCE

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- First press in Paris, 1470, set up by three workmen invited from Basel by Johann Heynlin (de la Pierre) rector of the Sorbonne, and Guillaume Fichet, librarian.
- Henri Estienne (Stephanus) and successors, Estienne Press. Most notable French press, 1502-98. Robert Estienne, 1526-59. Henri II, 1559-98. Scholarly printers.
- Simon de Colines, 1520-46, first associated with Estienne Press. Tastefully executed Greek and Latin classics.
- Geofroy Tory, printer, designer, writer, 1523-33, Champ Fleury, his own work on the formation of letters, 1529. His pupil, Claude Garamond, greatest early French type designer.
- François Didot, founded an eminent printing and type-founding dynasty which flourished from 1713 till late 19th century.

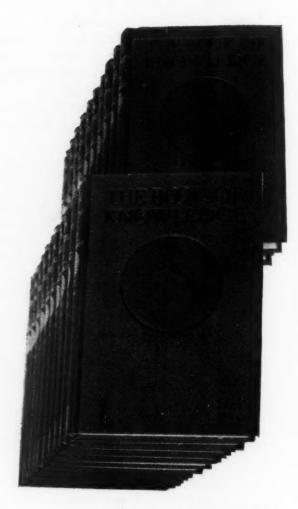
#### **ENGLAND**

- First book printed in the English language "The Recuyell of the Hystoryes of Troye," translated and printed by William Caxton of Kent at Bruges, 1474. Only perfect copy known, in the Pierpont Morgan Library.
- Caxton established the first press in England at Westminster, 1476. First book printed in England "The Dictes or Sayengis of the Philosophres" 1477. Caxton printed about one hundred books, including the first book in English of English authorship, Chaucer's Canterbury Tales, 1478.
- After Caxton's death, 1491, business continued by Wynkyn de Worde, his foreman.
- One year after Caxton, 1478, first Oxford press ascribed to Theo. Rood of Cologne.
- The "Schoolmaster of St. Albans," printed before 1486.
- Richard, Pynson, 1509. Finest printer in England to that time. Introduced roman type.
- John Day, 1546-84. Called the "English Plantin." Printed Foxe's Book of Martyrs, 1563.
- William Caslon, the greatest English type-founder of the 18th century, 1720. Caslon types revived today.
- John Baskerville, of Birmingham, 1750-75. Operated a foundry and press of distinction. Used notable italics of his own design.
- Horace Walpole, the letter-writer, developed the Strawberry Hill Press, a private press of merit, 1757-89.
- Chief honors in early 19th century England belong to Chiswick Press, 1830-54, conducted by Charles Whittingham in collaboration with William Pickering the publisher.

# REVIVAL OF PRINTING

- Brilliant and epoch-making career of William Morris and the Kelmscott Press, 1891-98, revived the finest traditions of the 15th century typographers. Printed 53 books in 65 volumes, in three types designed by Morris, modeled after Jenson of Venice. Masterpiece, the Kelmscott Chaucer, 1896.
- Followers of Morris:
- Ashendene Press, 1894. C. H. St. John Hornby. Type modeled upon that of Sweynheym and Pannartz at Subiaco, 1465.
- Vale Press, 1896-1904. Charles Ricketts.
- Essex House Press, 1898-1910. C. R. Ashbee. Masterpiece, Prayer Book of Edward VII.
- Doves Press, 1900-16. T. J. Cobden-Sanderson and Emery Walker. Masterpiece, the Doves Bible, 5 vols., 1903-05. In 1917 types consigned to the bed of the river Thames, after press was discontinued.

# **KNOWLEDGE**



THE BOOK OF KNOWLEDGE The Children's Encyclopedia 20 Volumes



Knowledge of the high quality and uniformity of Fandango Solid Binders Board was a factor which led to its selection by The Butler Ward Company for their binding of The Book of Knowledge, The Children's Encyclopedia, a notable contribution of The Grolier Society to the Graphic Arts which has won highest International Awards. These awards include the Grand Prize at the Sesqui-Centennial International Exposition, Philadelphia and ten prior awards at other expositions.

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#### AMERICA

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- First printing in Western hemisphere, City of Mexico, c. 1539. Lima, Peru, c. 1584. In the Colonies, first American press, 1638, in Cambridge, Mass. Henry Dunster and Stephen Daye, Freeman's Oath (broadside), Pierce's Almanac for 1639 (pamphlet), both disappeared. Earliest book extant, Bay Psalm Book, 1640.
- Samuel Green and Marmaduke Johnson printed Eliot's Indian Bible, 1659-63. Boston. John Foster, 1675-81.
- PHILADELPHIA. William Bradford, 1685.
- Benjamin Franklin, 1728. Poor Richard's Almanac, for the years 1733-57.
- NEW YORK. William Bradford of Philadelphia. 1693-1742. First press at 81 Pearl Street.
- WORCESTER, MASS. Isaiah Thomas, close of 18th century. Author and publisher of History of Printing in America, 2 vols., 1810.
- Printing at low ebb in U. S. A. in 19th century. After Civil War, atrocious "fancy" types.
- Theodore Low De Vinne, the De Vinne Press, 1877-1914; by common consent the most influential American printer of the 19th century.
- Walter Gilliss, the Gilliss Press, 1869-1925. Limited editions of rare typographic beauty.
- The Merrymount Press, Boston. Daniel Berkeley Updike, 1893. Superb Altar Book, 1896. Products of highest distinction since.
- Riverside Press, Cambridge, Mass. Limited editions, 1900-14. Engaged Bruce Rogers as designer. Broadside, Declaration of Independence, an achievement in typography.
- Bruce Rogers. Distinguished American book designer. B.R. mark the symbol of exquisite typography. Champ Fleury of Geofroy Tory in Roger's Centaur type published 1927 by the Grolier Club, noteworthy.
- Frederic W. Goudy. Leading American type designer. Broadside, Lincoln's Gettysburg Address in his Forum type.
- Modern printing in America perpetuates the spirit of the "Revival," fostered by the American Institute of Graphic Arts and by an increasing number of presses of great refinement.

#### BOOK TO READ

A History of Printing, its development through five hundred years, by John Clyde Oswald. Appleton, 1928.



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# Maps and Their Making

Max Mayer

Cartographer for Ginn & Co.

III

Present Methods

ITH the introduction of the photographic transfer and the offset process, the lithographic method of map-making has again been facilitated with the consequent cheapening of price and of quality. Instead of transferring copper engraved sheets, or engraving directly in the stone, the original can be drawn by hand, and then photographed. In place of the laborious task of drawing hundreds and hundreds of names, a method of transferring them from type has been evolved. Most of our Government maps -some maps of the National Geographic Society, the maps of the American Geographical Society, a good many automobile route maps, state and private map publications, are now printed by the photo-lithographic and offset processes. Strange as it may seem, there is to my knowledge no American Atlas of these days which is produced lithographically, though the earlier Atlases current in this country, were either printed from copper plates and hand colored or lithographed. Some of the older atlases had the colors put on by stencil which method is still used for coloring special maps of large dimensions and limited quantity. Our American Atlases of the present day, and I mean by this, works manufactured in this country, are all made by the wax-engraving process and printed from the letter press. Some touring atlases and other special map publications are made by the photo-engraving pro-

The wax-engraving of maps is an American invention and for that reason alone deserves special mention. The medium in which the engraver has to work is much softer than copper or stone and the cutting of the lines and other characters can be done more rapidly. It is done in a coating of a special mixture of wax spread over a copper-plate and the lettering is stamped into it with type. After the origi-

nal plate has gone through a process, technically called building up,—which is really preparing an electrotyper's mould—it is sent to the electrotyper who makes the original plate from which as many printing plates as desired can be cast.

The advantages of this process are the facility with which the lines are engraved, the ease with which corrections and alterations can be made while the work is still in hand, or even in the finished plate, the possibility of selecting any style of lettering and its aptness for the production of solid or ruled color plates. Its greatest advantage, however, is that the plates thus manufactured can be printed from the letter-press which insures clean sharp printing and vivid colors.

Wax-engraving was developed about 1850 by Henry Chandler of the engraving firm of Jewett and Chandler in Buffalo. Mr. Chandler tried to keep the method a secret, but the secret leaked out and other wax-engraving firms sprang into being in Chicago, New York, and elsewhere.

The greatest pioneer of this industry was the late William P. Northrup, the nephew of Mr. Jewett of the firm Jewett and Chandler. Mr. Northrup worked incessantly and with enthusiasm to put the new industry on a high level and to uphold its standard. So did the late E. A. Kendrick, a nephew of Mr. Northrup, who followed his uncle's footsteps. Mr. Kendrick was also one of the first promoters and warmest friends of the American Institute of Graphic Arts. I can safely say, without fear of contradiction, that under the initiative and direction of these two men, the finest cartographic production by the wax-engraving process, and for that matter some of the finest commercial maps made anywhere in the world, came off the American letter-press. They set the pace for others to follow. To attain their



The volume on the left was printed in 1577—353 years ago. That on the right was printed over 300 years ago—in 1623. Not a loose page in either book! Old-fashioned sewing methods were perfectly adapted to old-fashioned book papers. Modern book papers require a modern style of sewing to make modern books last.

# Styles must change with Books, too!

In the olden days, book paper was made of rags. It was tough and strong. Ordinary sewing through the folds of each signature was good enough for binding such hardy paper as was used then. Today, book papers are made of wood pulp because rags are too expensive. Modern book papers are fragile; they break when folded; they do not hold together when sewed in the old-fashioned way.

Styles *must* change with modern books. A new method of sewing modern book

papers must be used to make modern books last. That method is Oversewing — a style of sewing which outlasts the very paper itself.

Oversewing combines strength and flexibility and eliminates all further expense for re-binding. Specify Oversewing in your new books.

Write for names of binderies now using Oversewing in new books. Or, send for our new booklet which fully describes Oversewing and its many advantages.

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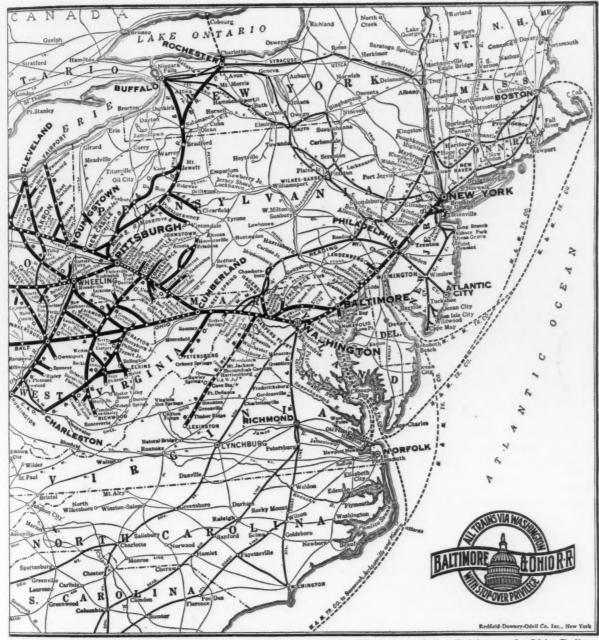
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Courtesy of the Baltimore & Ohio Railroad

A sample of a railroad map for which the wax process of engraving is adapted

splendid results they employed the photoengraving process, both half-tone and line work, as an auxiliary agent. The greatest monument to the efforts of these men, assisted by their cartographer, Andrew J. Glerum, was the "Century Atlas," produced 1896 to 1897. Many other atlases and map collections, large and small, engraved in wax, have been published during the last generation by firms who have added wax-engraving departments to their plants. The best known is the Rand McNally Company.

In fact, the wax process made it possible for this country to become mapminded. Railroads became the best clients for the wax-engravers, for no other engraving process lends itself so well to the peculiar cartographic expression they need.

The publishers of educational books availed themselves, and do to this day, of the opportunity to illustrate their geography and history textbooks with maps they could print right in with the text, and on their letter-presses. The pre-eminence of American school geographies leading the world for their practical arrangement and the beauty of their maps, is due to this factor.

As a proof of how hard it is to break down tradition and custom it is curious to note that wax-engraving did not dis-

place the old methods of engraving in other countries except to some small extent in American pioneers of the in-England. dustry were called in 1891 to the far-off Australia at a behest of the Governor of New South Wales who was backing a publication called "The Picturesque Aus-All the men returned after the completion of their commission, one of these being L. L. Poates, who is still connected with the Poates Corporation of New The map industry of the U. S. was greatly stimulated by the Spanish-American War, when Uncle Sam began to stretch himself to world-size proportions, and then still more by the World War, as well by the development of the automobile and the flying machines.

If you permit me to fall out of historical sequence I would like to mention that during the Civil War newspapers and magazines were hard put for cartographic illumination of their battle stories, and they employed to a great extent wood engravers for their maps. I have good reason to believe that the chalk process and other methods were also used for maps printed on the type-press before the waxengraving was known. Now this industry has competition in the photo-engraving and offset processes, for both of which drawings are used which are wholly made by hand or partly and supplemented by a mechanical impression of the lettering.

The work, of which I spoke before, of the United States Coast Survey and the Geological Survey, the Land Office, and other government bureaus and departments, has grown tremendously and become of greater importance every year, scientifically and economically, but is not completed.

In addition, a good deal of original geographic work has been done by the individual state governments and special organizations, like the Great Lake Survey, The Mississippi River Commission, Surveys of Railroad Engineers, Boundary Commissions, and what not. They have erected a storehouse of information upon which the critical map-maker can draw. If any one should have the notion that the work of our government in these lines of original cartographical activity is inferior

he might better dismiss the thought, for our government, in the opinion of experts at home and abroad, is fully abreast of the best performances of the times, and the practice of European Governments is steadily following the precedence established in the United States.

In the search for original material we must not overlook the aid private and public libraries and the Library of Congress can render. Lee Phillips, chief of the division of Maps and Charts, compiled a list of maps of America in that Library which was ordered printed by Congress thirty years ago and has since been supplemented by one or two additional volumes. This list contains the titles of over twenty thousand maps, and is preceded by a list of about 1200 titles of works relating to cartography.

Our need now is the assimilation and coordination of all this material lying around us. I visualize this in the construction of a splendid atlas of our country, and a series of State Atlases in which could be incorporated all the information needed for the complex life of the nation. Combining the science of the best geographers with the skill of experienced cartographers, and enlisting the modern mechanical facilities in engraving and printing, a production both useful and beautiful could be achieved.

It is time we aroused ourselves from our indifference and marshalled the financial resources of the country to the construction of an American Atlas, informative, trustworthy, readable, and likeable, that is, beautiful. An interesting controversy was waged a few months ago in the American Publishers' Weekly over the merits of American and foreign made maps and atlases. While I admit that some of our special map publications come up in their scientific and mechanical excellence to the highest traditions of cartographic art, we cannot pride ourselves in a family or office atlas of quality. The Century Atlas was the best of its kind. For many years before and ever since we have had nothing worth the name of an atlas. To claim there is such a publication is to admit our poor aesthetic sense.

Mr. Mayer's discussion on present methods of map-making will be continued in the Bookmaking Department for October

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# New Course in Graphic Arts

OLLOWING in the steps of New York University the Manhattan division of Fordham University lothe Woolworth Building, cated in announces that it will inaugurate a course in Graphic Arts in Relation to Printing and Advertising beginning October 1st. The course aims to give a comprehensive knowledge of the elements and fine points of the production of printed material from the conception of the idea to the finished article.

A capable staff of experts, well known to printing and advertising men, will conduct the course; their experience guarantees the student a fund of real, practical knowledge. The following men have been engaged as lecturers: Frederic W. Goudy, who will talk on type, its practical problems and its aesthetics; his lectures will be followed by those of Fred Suhr, former art director of the George Batten Advertising Agency and Harry V. Parkhurst, advertising art counsellor, who will dwell on the problems of copy and its preparation. John J. Sheridan of the

Phoenix Engraving Company will describe the various processes of photo engraving, the making of various kinds of plates as well as the processes of lithography, offset and rotogravure. Under the head of composition and printing students will be taught the problems of the modern pressroom, make-ready of presses, etc. This division will be cared for by Harry J. Loester, of the well-known Aldus Printers.

A series of lectures on Printing Inks and Harmony of Colors conducted by John J. Carroll, president of the Sinclair and Carroll Ink Company, will conclude the course. Besides gaining valuable practical knowledge students will receive credit toward degrees of Bachelor of Science, Bachelor of Science in Education, Bachelor of Science in Business Administration. This course will be conducted every Wednesday evening from seven to nine o'clock from Oct. 1st to Jan. 28th. Further information can be obtained from the Registrar, Fordham University, Room 750, Woolworth Building, New York City.

# The Imperial Institute Exhibit

OMPLETE information has just reached America through The Linotype News covering the Imperial Institute Exhibition of Printed Books recently held in South Kensington, London, England. At this important event, which was attended by hundreds of printers from Great Britain and Ireland and many book publishers, 156 examples of fine printing were displayed.

The exhibit was of major interest to British graphic arts circles. It was held at the exhibition pavillion of the Imperial Institute. The Lord Mayor of London, the Rt. Hon. Sir William Alfred Waterlow, K.B.E., J.P., officially opened the exhibition on Monday, May 12th. In addition to a demonstration of the Linotype, and skeleton models illustrating various parts of the process of composing books, the exhibit consisted of beautiful printed

books set entirely on the Linotype, which were selected from world wide sources, including limited editions, editions de luxe, illustrated art books, periodicals and other finely printed smaller volumes of the catalog and booklet type.

Although the exhibition was under British auspices, a glance at the splendidly printed catalog proves that English printers were not alone in displaying the fine products of their presses. In fact, American printers and publishers led their rivals in all countries with a total display of thirty-nine volumes of the 156 exhibited. Of these thirty-nine books, which are listed elsewhere, the organization of William Edwin Rudge had fifteen books to their credit followed by Little & Ives, Yale University Press, R. R. Donnelley & Sons, Norwood Press, Stratford Press, Vail-Ballou, Southworth Press, Johnek &

Seeger, Quinn & Boden Co., Wm. Morrow & Co., Plimpton Press, E. L. Hildreth & Co., the University of Pennsylvania Press, Philadelphia; the University of Chicago Press, the Stanford University Press, California, and the Scribner Press of New York.

Many of the American entries are well known to American publishers and printers, for they have previously won renown at the Fifty Book Exhibitions of the American Institute of Graphic Arts during the

last several years.

English printers were close competitors to their American rivals in the number of volumes exhibited. The English total was thirty-six, all from well-known plants in Great Britain, including that of George W. Jones, the designer of Linotype Estienne and Linotype Granjon, whose fine craftsmanship and superb typographic taste was responsible for thirteen of the thirty-six exhibited British volumes.

Belgian printers and publishers have reason to be proud of the fact that the product of their presses placed thirty-two books in the Imperial Institute Exhibition. Next in order were the printers of Italy with eighteen books, those of Spain with twelve books, those of France with nine books, five books from South Africa, and two from China. This latter item was "Treaties of 1928 and Related Papers," published by the Ministry of Foreign Affairs, and set in eleven languages: English, French, Spanish, Swedish, Portuguese, Danish, Dutch, Italian, Flemish, The volume was German and Chinese. completely set on the Linotype by Chinese operators, with the exception of the Chinese language, and was printed by Kelly & Walsh, Ltd., of Shanghai. In the catalog it is itemized as the first "Blue Book" issued by the Chinese National Government. A de luxe edition as well as a public edition of this unique book were displayed.

The catalog of the exhibition, set in Linotype Estienne, gives a complete summary of the 156 items on display. It is carefully arranged, and has a wealth of typographic data. From it may be learned that 43 of the books were set in Linotype Granjon, 12 in Bodoni, 11 in Benedictine, 9 in Ronaldson, 8 in Estienne, 8 in Caslon, 6 in Scotch.

The catalog is also illustrated with reproductions of a page from the Gutenberg Bible, a portion of a page from the "Rationale Divinorun Episcoporum"—the first book printed in roman characters, by Adam Rusch of Strassburg in 1464—a portion of a page from one of William Caxton's books printed at Westminister in 1483, a portion of a page from "The Golden Legend" printed by Wynkyn de Worde at London in 1512, and an illustration from a portion of a page of one of Pynson's books printed in London in 1509.

The Manchester Guardian in its editorial comment of May 13, described the exhibit enthusiastically. One brief item "This collection seems worth reprinting: of beautiful books produced by labor saving machinery is certainly a revelation to those who supposed that fine books could only be produced by hand composition. Among the books chosen for the last exhibition of the Fifty Books of the Year in America more than a third were composed on the Linotype. ... There are examples at the Imperial Institute of fine typography from about a half dozen countries, even from China. ... Whatever may be said about the mass production of well printed and attractive books, there is no question that they can be produced at a price that places them within reach of a public of buyers who could never enjoy the composition of the masterpieces of the hand craft."

Some of the outstanding American books included in the exhibition were the Encyclopedia Britannica, R. R. Donnelley & Sons; "Leaves of Grass" from William Edwin Rudge; "Steichen the Photographer," J. J. Little and Ives Company; "Fifty Romance Lyric Poems" from Rudge; and "The Confederate Privateers" printed by E. L. Hildreth & Co.

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# Binder Turns to Radio Publicity

HE American Book Bindery of New York, under the management of Louis Satenstein, and his sons Sidney and Edward has just become the organizer of a notable program of radio broadcasting to promote books by book reviews thus to increase book sales and consequently to bring business to the book This program, of which combindery. plete details will be announced in the Publishers' Weekly of next week, begins over the Columbia Circuit, WABC, on September 23rd through 33 stations, at 7:00 Eastern Standard time. Alexander Woollcott is to be the speaker and the books he reviews each week will be selected from the lists of ten cooperating publishers.

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De Selincourt, E. Keats. Oxford.

Proceedings of the 69th . Educ. Assoc. Annual meeting. Vol. 64.

Nat. Ind. Conf. Board. Experience with Mutual

Benefit Associations in the U. S. Wicksteed, P. H. Common Sense of Political Economy.

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ARCHWAY BK. STORE, 1405 3RD, SEATTLE, WASH. Fly Fishing and Fly Making. J. H. Keene.

ARGOSY BK. STORE, 45 4TH AVE., NEW YORK Mr. & Mrs. Daventry. Frank Harris. Twain. Hillcrest Ed. Vols. 23 & 24. Munro. Seaside Library, July 14, 1883. Munro, Seaside Library, July 17, 1000. Percy. Metallurgy of Iron and Steel. London.

ARGUS BOOK SHOP, 333 S. DEARBORN, CHICAGO

Garland Genealogy. Hammett, Dashiell. Red Harvest, 1st ed.; The Dain Curse, 1st ed.; The Maltese Falcon,

ART STUDIO B'KS, 15 W. 44TH ST., NEW YORK Adventures of Alice in Wonderland. Illus. Ten-

ARTEMISIA BK. SHOP, 1186 6TH, SAN DIEGO, CAL. McCormick. Characterology.

Eddison. Worm Ouroboros. 1st Eng. ed. saron Fred Von Muller. Eucalypts of Australia. Smith. Topper.

ASSOC. STUDENTS STORE, BERKELEY, CAL. Zeller. A History of Greek Philosophy. 2 vols.

ASSOC. STUDENTS STORE-Continued Tr. Alleyne. Longmans. 1887.

Plutarch. Morals. 5 vols. Goodwin, trans. Little, Brown.

ATLANTIC BK. Co., 6 E. 46TH ST., NEW YORK Used set of

Symonds. Renaissance in Italy. The Literary Works of da Vinci. Richter. Goethe. Conv. with Eckermann.

Eckermann. Talk with Goethe.

AUDITORIUM BK. STORE, 1018 15TH, DENVER, COL. General Sheridan As I Knew Him.

General Sheridan As I Knew Him. H. C. Greives. Chicago. 1908.

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(Nov., 1910); Vol. 33, no. 1 (Nov., 1918);
Vol. 34, no. 1 (Nov., 1919); Vol. 34, no. 2 (Nov., 1910); Vol. 33, no. 1 (Nov., 1918); Vol. 34, no. 1 (Nov., 1919); Vol. 34, no. 2 (Feb., 1920); Vol. 35, no. 2 (Feb., 1921); Vol. 35, no. 3 (May, 1921); Vol. 35, no. 4 (August, 1921); Vol. 36, no. 2 (Feb., 1922); Vol. 36, no. 4 (Aug., 1922); Vol. 37, no. 2 (Feb., 1923). We pay \$5 per number. Hall and others. Physico Chemical Study of Scale Formation

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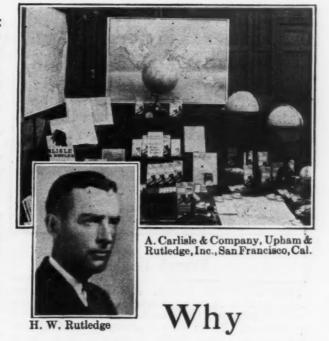
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# Forthcoming Issues

Appropriate to the season the next issue of the Publishers' Weekly will carry a group of articles on college bookstores. Helen T. Fay, manager of the State College Bookstore in Albany, New York, has described methods for increasing the efficiency of the college bookstore in the season when college opens, methods which have been tried out successfully in her store. William E. Pearce writes from the University Bookstore, Rochester, New York, on a similar phase of bookshop management.

The issue of September 20th will carry the monthly Rare Book Section. John T. Winterich will continue his series "Romantic Stories of Books" with the publishing history of Stephen Crane's "Red Badge of Courage."

Here The September 20th issue is the Fall Announcement Number. The children's books which were specially indexed in the

August 30th issue are again indexed in the Fall Announcement Number so that booksellers will have all the new fall publications in one alphabetical list. This big issue is always a day or two late. We ask our subscribers to be patient.

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